

"THE LIVING WEST"

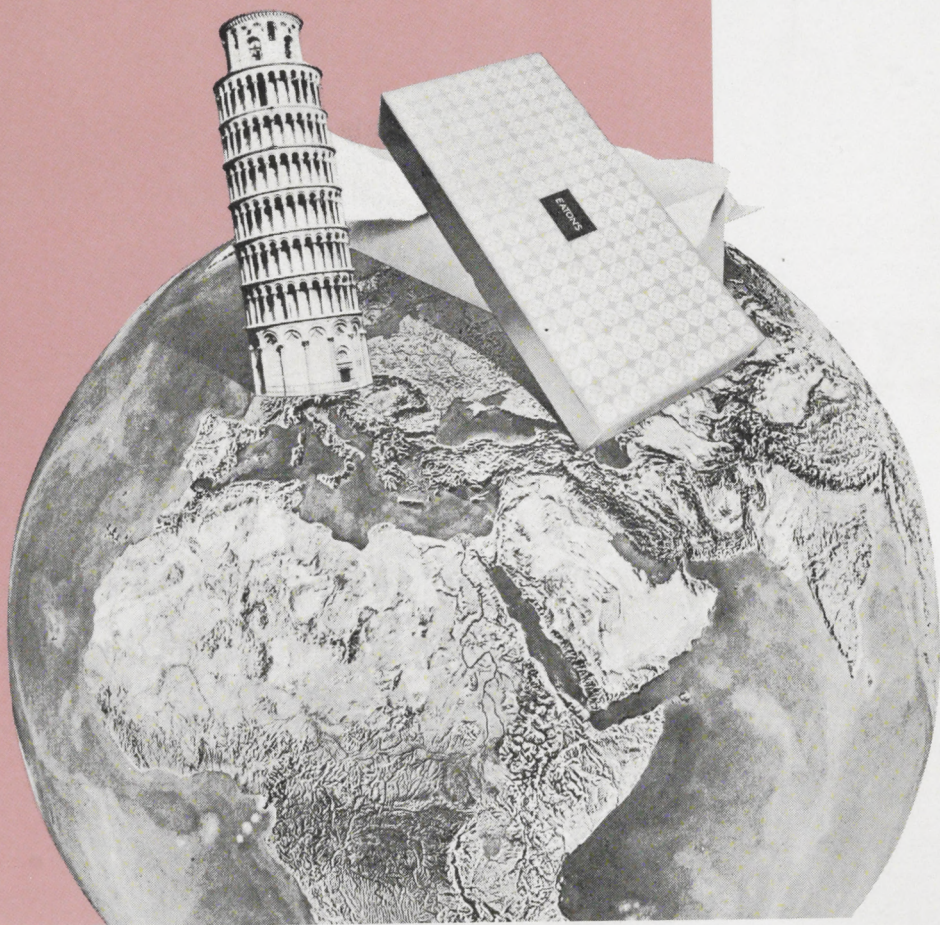
# CALGARY

VISITOR'S GUIDE



Who brings lovely things  
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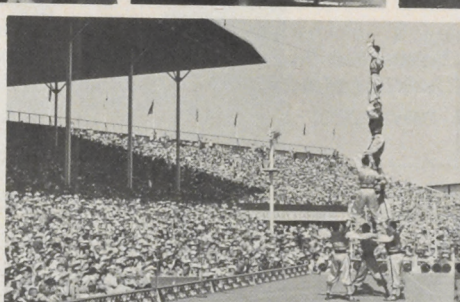
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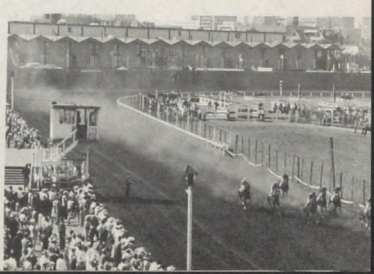
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# CALGARY VISITORS' GUIDE

An Annual Publication of

THE CALGARY TOURIST & CONVENTION ASSOCIATION

HOSPITALITY CENTRE, MEWATA PARK, CALGARY, ALBERTA, CANADA

Doug Johnson, Executive Vice-President

This publication is prepared as a public service by the Calgary Tourist & Convention Association, and its supporting business firms shown within. WE UNHESITATINGLY RECOMMEND EACH BUSINESS LISTED.

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Circulation 35,000	Volume 8	1968 - 1969
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Printed in Canada by Alcraft Printing Co. Ltd.

## ALPHABETICAL INDEX

Agriculture and Calgary .....	42	Oil and Calgary .....	44
Banff .....	74	Photo Credits .....	102
Calgary Stampede .....	36	Photography in Calgary .....	12
Climate in Calgary .....	10, 11	Points of Interest .....	104-112
Clubs and Associations .....	18, 19	Postage Rates .....	88
Consulate Offices .....	19	Ranching and Calgary .....	26-28
Conventions .....	94	Shopping Guide .....	114-127
Currency Exchange .....	82	Sightseeing .....	104-112
Customs Regulations .....	100	Sports in Calgary .....	50-54
Dinosaur Trail .....	62	Statistics at a Glance .....	14
Golfing in Calgary .....	84	Story of Calgary .....	6-8
Guest Ranches .....	86	Transportation .....	98
Historic Sites .....	89, 90	Travelling East .....	70, 71
Hunting Details .....	92	Travelling North .....	68
Ice Service .....	31	Travelling South .....	58
Industries in Calgary .....	56	Travelling West .....	72
Lake Louise .....	80	Visitor Information Services .....	20
Liquor Regulations .....	48	Welcome to Calgary .....	4
Local Crafts .....	96		





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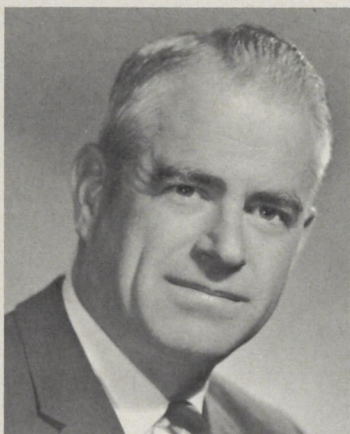
Fri. - Sat., 4:30 pm - 2:00 am

Sun. — 5:00 p.m. - 10:00 p.m.

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# Welcome to Calgary



May I, on behalf of The City of Calgary wish all travellers and visitors a happy holiday while in our midst.

Do enjoy your stay and come again.

JACK C. LESLIE  
Mayor

Howdy, Friend!

You're always a welcome guest in our city. To make your visit as completely enjoyable as it can and should be, don't hesitate to drop in at any of our free information centres. The staff will be pleased to provide any literature or accurate information you would like.

W. McCALLUM  
President  
Calgary Tourist and  
Convention Association



On behalf of the Executive Committee and members of the Calgary Chamber of Commerce, may I, as president, extend to all visitors to Alberta, and especially to the City of Calgary, a hearty western welcome. May your visit be profitable and pleasant, and be sure to come again.

E. H. ED. DAVIS  
President  
The Calgary Chamber  
of Commerce



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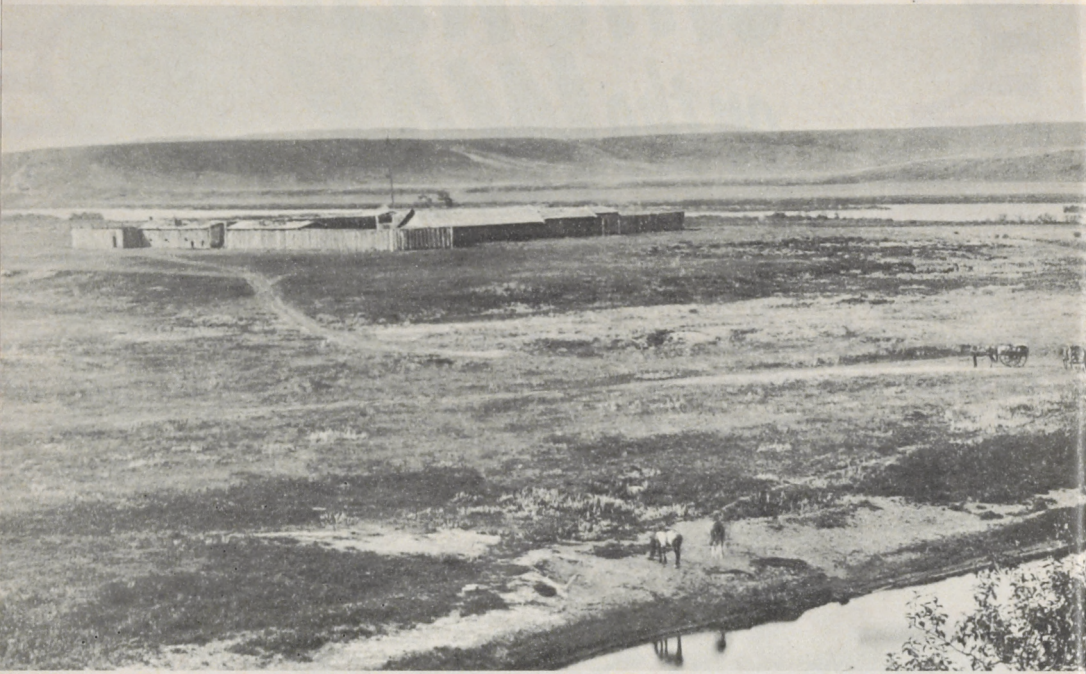
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## The Story of Calgary



"CALGARY — 1875"

Calgary was born in the summer of 1875. A contingent of the North West Mounted Police set up camp near the confluence of the Bow and Elbow Rivers.

The name, Calgary, was chosen by Colonel J. F. Macleod commanding officer of the "mounties." The name originates in Scotland, is Gaelic for "clear running water."

For eight years after the first camp was established, Calgary was only a minor trading post. Fort Walsh and Fort Macleod were the major centres to the south, with Rocky Mountain House active to the north.

Short as the history of Calgary may be, it makes a rich and lusty story. Reverend Father Lacombe was here when the N.W.M.P. arrived, already established as a friend of the Cree and Blackfoot Indians. Just to the west of the newly established post, Reverend John MacDougall had a home with the Stony Indians. Overlooking what is now Glenmore Dam, Sam Livingstone had a cabin up, and a vegetable garden growing when the Mounted Police arrived.

It was the buffalo hunters, trappers and whiskey traders who were responsible for the N.W.M. Police coming to the west. The country was so wild and lawless, the government at Ottawa formed the special, red coated, military unit now famous around the world to bring peace and law to the new territory.

—Continued on page 8



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Lower Mall Chinook Centre
- THE CAROLINA TERRACE  
Mezz Floor Chinook Centre
- THE CAROLINA PATIO  
Westbrook Shopping Centre

Head Office: 264-0111

Another day ending . . . working partners head home.





## THE STORY OF CALGARY—Continued from page 6

In 1883, The Canadian Pacific Railway crept into Calgary, and the new settlement was on its way. By the end of that year, the population had reached 600.

Even the Riel Rebellion in 1885 did not stunt the growth of the town. By 1889, the C.P.R. had extended a branch line to Edmonton, and the population had risen to nearly 2,000. By 1891, there were 3,876 residents, and the town boasted such amenities as electric light, and a water system.

A great ranching industry developed, with Calgary as one of the largest centres of cattle marketing. The lush grazing encouraged owners of tremendous herds to move north from the overgrazed United States ranges. A natural result was the beginning of the now huge meat packing industry in the city.

Free homesteads to settlers brought such a rush of pioneers to the area that by 1893 Calgary was granted a charter as a city. Farming joined ranching to give the city a thriving economy. In 1914, when oil was discovered just south, at Turner Valley, a new era of prosperity began.

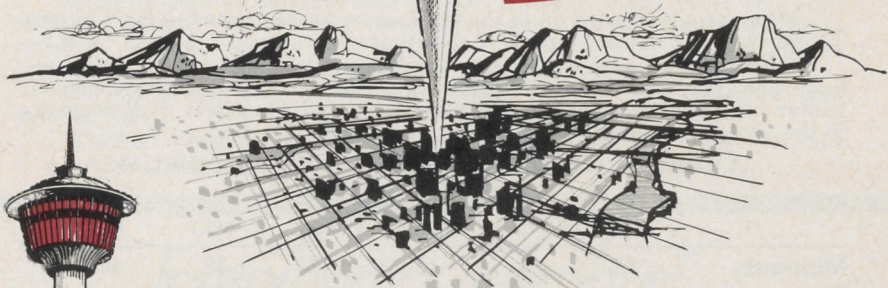
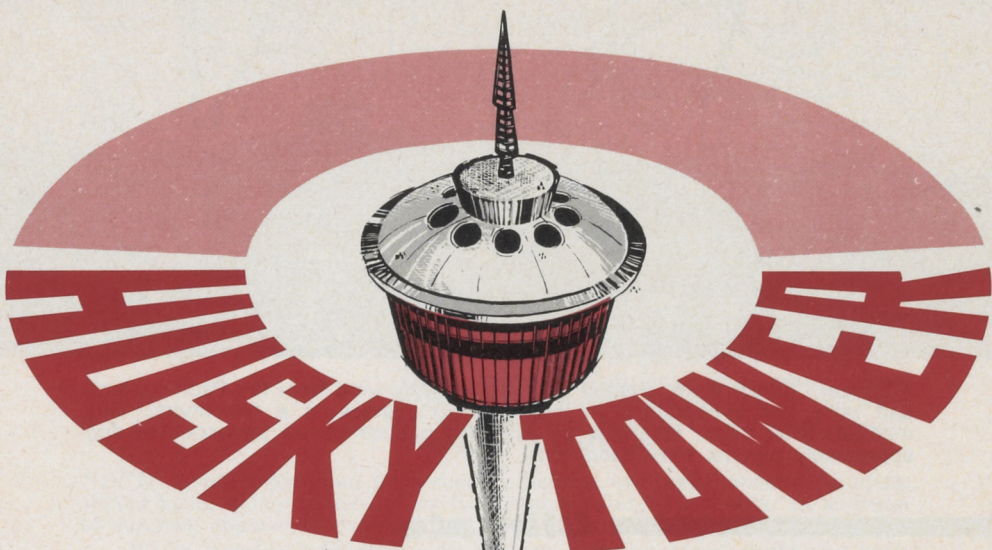
Through the years, Calgary has continued to grow, now exceeds a third of a million population. Ranching, farming, oil and industrial development has continued to give the city and area a sound economy, and the promise of future prosperity.

Warm friendliness and hospitality, a determined tenderness about the past and the bright future blend together to make Calgary a city unique. A city with a history—young but full of dignity.

### "CALGARY — TODAY"







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**Revolving Restaurant 11:00 a.m. to 12:00 Midnight**

**SUNDAYS**

**9:00 a.m. to 9:00 p.m.**





A typical Chinook Arch, created by a dry westerly wind from the Pacific which can raise the temperature as much as 50 degrees in a few hours. This modifies what might otherwise be extended periods of low temperatures and appreciably lessens snow conditions.

## Climate

Many people inquire as to the best season of the year to visit Calgary. The answer is one-word simple — Anytime!

Calgary's invigorating climate combines reasonable rainfall, dry air, light snowfall, moderate winters, warm summers. An always popular winter bonus is the chinook wind mentioned, and the effect of it is shown in the photograph above.

### AVERAGE DAILY MINIMUM AND MAXIMUM TEMPERATURES

	JAN.	FEB.	MAR.	APR.	MAY	JUNE
Minimum	4	6	15	27	38	44
Maximum	24	27	34	49	61	66
	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Minimum	49	46	39	30	18	10
Maximum	75	60	63	53	38	30

Spring season—Mid-March to Mid-May  
 Summer season—Mid-May to Mid-September  
 Autumn season—Mid-September to Mid-November  
 Winter season—Mid-November to Mid-March

Month	Weather	Suggested Clothing and Remarks
Jan. and Feb.	General Winter Temperatures (see Temp. chart above)	Winter Apparel (overcoat, hat, footwear, gloves). Snow is general. Excellent months to enjoy winter activities. Motorists should ensure car is winterized.
March	Moderating	Winter apparel with some medium light wear. Snow begins to disappear; Winter activities may still be enjoyed. Cars should still be winterized.
April	Days become milder but evenings cool	Medium-weight apparel including topcoat. Snow disappears, however, mountainous areas still offer good skiing.
May and June	Warmer in day-time, cool at nights	Medium-weight and summer apparel, enjoyable period for those who prefer spring travel. The country is green again and spring flowers in bloom by middle of May.



July and Aug. Normally warmest months of summer

Sept. Days warm with evenings cool

Oct. Cool

Nov. Cool-Frosty

Dec. Winter

Summer clothing, ideal for summer travel. All summer activities.

Summer clothing along with medium-weight wear. Ideal for autumn travel. Foliage takes on fall colouring around September 20th. Ideal for colour photography. Hunting begins.

Medium-weight apparel including topcoat. Excellent weather for autumn vacation. Leaves and other foliage in full autumn colour during early part of this month. Many wonderful opportunities for colour photography enthusiasts.

Medium-weight apparel including topcoat. First signs of winter. Late season travel usually good. Motorists should have car winterized. First snow generally appears.

Winter apparel as in January. Winter season. Under normal conditions, first heavy snows arrive around mid-December, usually the start of winter sports activities. Motorists should ensure car is winterized.

NOTE: Visitors planning trips such as fishing, camping, canoeing, hunting should bring along articles of medium and heavier weight wear in addition to summer apparel as evenings are cool.

While insects in Calgary area are not a worry, insect pests and bush travel go together and outdoor vacationers should carry a supply of insect repellent as a precaution and if possible bring clothing through which insects cannot readily bite.

During winter months all main highways are well ploughed and usually bare.

Weather conditions vary somewhat but the above tabulation outlines in a general way normal conditions during the four seasons.

## Everybody's Favorite!



### THE BEST IN FINE CANADIAN FOOD

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CALGARY, ALBERTA

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Calgary offers a wide variety of interesting subjects for the camera enthusiasts. For home movie use, convenient tilting boards can be found at any highway Hospitality House to begin your Calgary footage.

The unique geographical location of Calgary provides unlimited opportunities for picture taking.

- ★ Many viewpoints (for details see Points of Interest) allow excellent city scenes from every compass point.

- ★ Husky Tower gives photographers exceptional views of the mountains and the entire Calgary skyline.

- ★ The many colorful city parks make ideal background for family pictures.

- ★ The dinosaurs of the Natural History Park are favorites of everyone. "Dinny" alone is the most photographed creature on earth.

- ★ Over 1,400 live exhibits in the zoo give continuous opportunities for unusual photos.

- ★ The massive 5934 Locomotive is always popular with photographers.

- ★ Horseman Hall of Fame and Aquarium challenge all camera users to take home permanent reminders of these delightful displays.

- ★ Heritage Park permits you to capture all the nostalgia of the pioneer days on film.

- ★ Many industrial plants, such as oil refineries, are perfect subjects for snapshots that are different — day or night.

- ★ The Calgary Stampede is tailor-made for either exciting action shots or unusual stills.

- ★ Happy Valley, Canada's largest man-made recreation park is just as the name implies — a perfect spot for Happy pictures.

There are many other places to go and things to do that are interesting enough to use your camera. Carry plenty of film and be ready any time — you'll have ample opportunity.

## *Photocrafts . . .*

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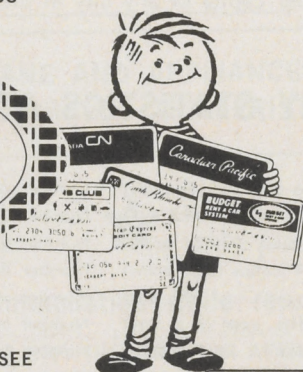
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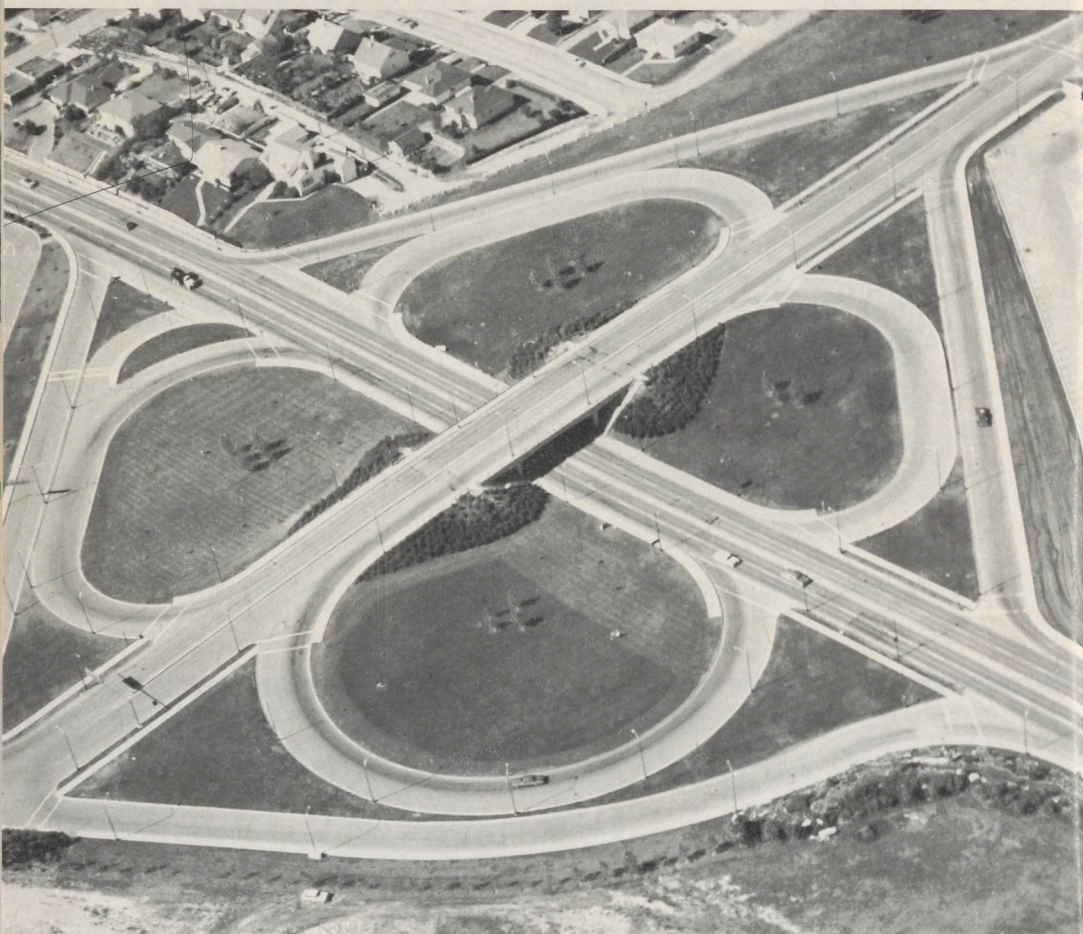
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With the most cars per capita of any city in the world, Calgary needs traffic facilities like this.

## CALGARY STATISTICS AT A GLANCE

Population (1967) .....	354,856 (354,851 Friendly)	Number nursing homes .....	14 (1,381 beds)
Altitude .....	3,483 Feet	Number churches .....	236
Area .....	155.8 sq. miles (97,024 acres)	Number schools .....	197
Annual precipitation .....	17.44 inches (5.85 snow)	Number hotels .....	27 (2,865 rooms)
Average frost-free period .....	109 days	Number motor hotels .....	18 (1,007 rooms)
Average sunshine .....	2,202 Hrs. year (6 a day)	Number motels .....	45 (1,151 rooms)
Average yearly mean temperature .....	38.4 degrees	Number trailer courts .....	15 (931 stalls)
Motor vehicles (1967) .....	163,096	Number campgrounds .....	3 (620 spaces)
Livestock sales (1967) .....	\$119,107,825.00	Number public parks .....	515 (3,850 acres)
Number hospitals .....	18 (3,819 beds)		



# TRAVEL TRAILER DROME

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## ★ SHASTA TRAILERS ★

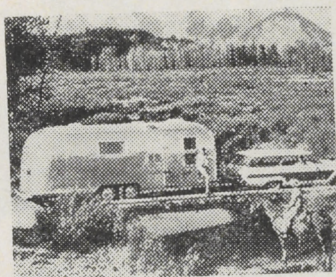
- ★ Compacts for small cars — sleep 6
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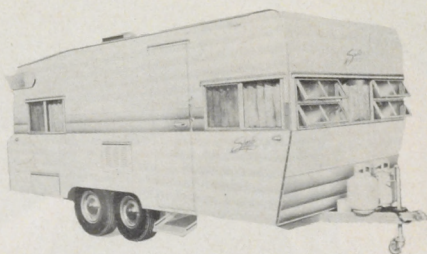
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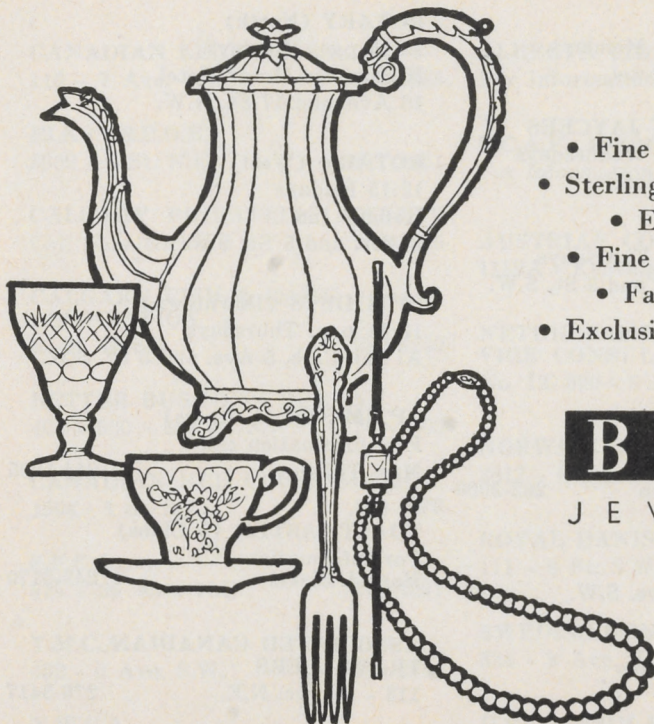
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*the* **ROYAL HAWAIIAN Lounge**

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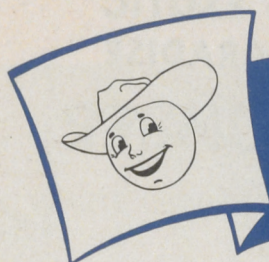
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### AD AND SALES CLUB

12:15 p.m. Alternate Thursdays  
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### B'NAI B'RITH

8:30 p.m. 1st Tuesday each month  
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Centre St. S.

### COSMOPOLITAN

6:16 p.m. Wednesdays  
Palliser Hotel

### JAYCEES

5:30 p.m. Alternate Mondays  
Stampeder Motor Hotel

### NORTH CALGARY JAYCEES

6:00 p.m. Alternate Wednesdays  
Highlander Motor Hotel

### KINSMEN

6:30 p.m. Alternate Thursdays  
Al San Club, 5 Ave. and 3 St. S.W.

### KIWANIS (Downtown)

12:30 p.m. Mondays  
Palliser Hotel

### KIWANIS (6 others)

For information call  
Mrs. Helen Rogerson 262-2900

### Y'S MEN CLUB

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### LIONS (Downtown)

12:15 p.m. Wednesdays  
Palliser Hotel

### LIONS (6 others)

For information call  
D. Anderson 262-4274

### SALES & MARKETING EXECUTIVES

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### ROTARY (Downtown)

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### ROTARY (South)

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Fort Calgary, Stampede Grounds

### ROTARY (North)

12:15 p.m. Mondays  
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### ROTARY (West)

12:15 Fridays  
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### OPTIMISTS (Downtown)

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For information call  
Mrs. Tillish 244-1905

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CALGARY PHILATELIC SOCIETY Call Sam Nickle 263-3255	AUSTRIAN CONSULATE 1132A - Kensington Road 283-6526
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S.P.C.A. 515 - 35 Ave. N.E. 277-4097	SWEDISH CONSULATE 534 - 8 Ave. S.W. 264-5870
Y.M.C.A. 332 - 6 Ave. S.W. 269-6701	U.S. CONSULATE GENERAL 805 - 8 Ave. S.W. 266-8962
Y.W.C.A. 223 - 12 Ave. S.W. 263-1550	





## **Tourist Information Services**

### **CALGARY TOURIST AND CONVENTION ASSOCIATION**

A non-profit organization dedicated to the service of guests to the city.

Literature, maps, accurate information cheerfully provided visitors on a no charge basis. Several information centres operating for your convenience at the following locations:

Hospitality Centre — Mewata Park, 14 St. and 9 Ave. S.W.  
Phone 269-1677, open the year around.

Hospitality House — Beside the Husky Tower  
(in Palliser Square, 9 Ave. and Centre St. S.)  
Open the year around.

Hospitality House — No. 1 Highway West  
(near Happy Valley entrance)  
Open May 24 to Sept. 15 each year.

Hospitality House — Just inside cloverleaf on 16 Ave. N.E.  
Open May 24 to Sept. 15 each year.

Hospitality House — No. 2 Highway South  
(at Co-op Shopping Centre)  
Open May 24 to Sept. 15 each year.

You're always welcome. Drop in and say hello.

### **ALBERTA MOTOR ASSOCIATION (A.A.A.)**

The Alberta Motor Association in Calgary maintains year-round service for members. Accurate, up-to-date information is available at all times on road and weather conditions, and all other details on motor travel. Modern teletype connections to all points in the province provide members with fast service for accommodation, best routes, and other similar assistance. A wide range of maps and information brochures on all parts of Alberta always available.

Members and A.A.A. affiliates are cordially invited to visit the spacious A.M.A. offices on the corner of 11 Ave. and 8 St. S.W. During the day, phone 244-9731. For 24-hour emergency service, call 244-5564.



# Welcome to Alberta

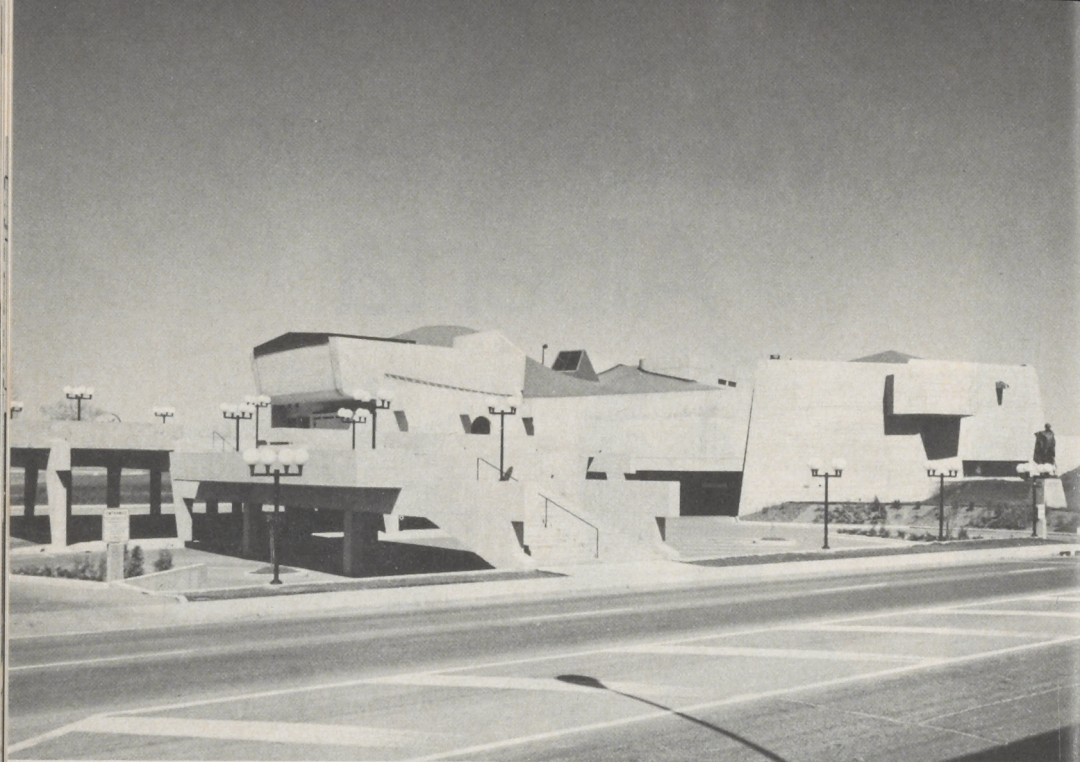


## Your year-round playground

Water-skier, snow-skier or no skier — you'll enjoy Alberta any time of year. This is the perfect summer or winter vacationland. At all seasons, Canada's Princess Province welcomes you with bright sunny skies, clear air and Western hospitality. Make this your year to know Alberta better!

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AMERICAN EXPRESS





Moments of nostalgia at Heritage Park.





The "Mounties" founded Calgary 93 years ago.



## Ranching in Calgary

Long before the turn of the century, ranchers found in the Calgary area near perfect conditions for raising fine horses and superb beef cattle. The almost-like-magic formula consisted of many essential factors.

- ★ Never-short quantities of pure, mountain-born water.
- ★ A never too-hot or too-cold temperate climate.
- ★ A nutritive grass, the envy of the world.
- ★ Insects and pests at a minimum.

Calgary today is a hallmark in the world of choice beef and horses. Calgary stockyards annually process over \$100 million in livestock. Calgary's annual Bull Sale is the largest of its kind in Canada. Horse sales in the colorful cowtown are attended by buyers from around the world.

Ranching and Calgary . . . happy partners.

Historians have found evidence in ancient tombs that Egyptian cattle were branded as early as 2000 B.C.

On the North American continent, the Mexicans originated the practice by burning the family coat-of-arms on their animals. Gradually, branding became common in the U.S. and Canada as the only practical means of identifying ownership.

There's a real romance in the branding story.

Some brands were a combination of known, accepted symbols while other owners reached for distinctive individuality. However, a very definite method of identification has been established over the many years.

—Continued on page 28

Trailing a herd in Alberta's cattle country.





# *"Meet me in St. Louis"* **HOTEL**

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430 - 8th AVE. S.E. • • CALGARY, ALBERTA

GOOD  
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STORES: 809 - 1st Street S.W.  
Calgary Inn

27

— 24 hr. ordering 265-1777



—Continued from page 26

For your interest, the more common are shown

- Bar. In this, **A-A** would read the "A-Bar-A".
- Rail. Slightly longer than the bar. **A-A** would read "A—Rail—A".
- Circle. Variations are possible here. **OC** would be the "Circle C", while **Ⓢ** could be the "C in Circle".
- ✓ Slash. This slanting line could run from left to right. Thus **✓A** would be the "Slash A" and **✓B** would be "Slash B".
- ⤿ Rocking. Added to a letter or number such as an **A** this would be the "Rocking A".
- ↯ Reverse. Any letter could be used. **B** would be the "Reverse B" brand.
- ◆ Diamond. As the circle. **◆A** would be the "Diamond A".
- Box. **ⓧ** would be the "Box X".
- ⤵ Walking. For example **B** would be "Walking B".
- ⤴ Rafter. A half diamond over a letter or number, **6** would be "Rafter Six".
- Ⓜ Lazy. A letter or number on face or back. **B** would be "Lazy B".
- ⤶ Tumbling. A letter or number partially turned. **H** would be "Tumbling H".
- ⌐ Bench. In this case **Y** would be "Bench Y" **Y** would be "Y Bench".
- ⌐ Half Box. **7** would be "7 Half Box" while **7** would be "Half Box Seven".
- ⤿ Flying. **10** "Flying Ten" or **5** "Five Flying". Sometimes adding a dash to a letter, such as **V** made it "Flying V".
- ⤿ Quarter Circles. **2** was "Quarter Circle Two".
- ⤿ Half Circle. **B** was "Half Circle B".

There were countless variations. The famous "Smoked Irishman," John Ware, one of the few Negroes to make a mark in ranching in the Calgary area, used 9999 as his brand for no other reason than 9 was his lucky number, so he used as many as the Brands Office would permit. A7 was, and still is, the brand of the pioneer Cross family. Branding is gradually losing ground to more modern methods such as tattooing, and ear-clipping, and with ever-increasing control of range-lands, will undoubtedly vanish before long. No one, however, can deny that brands have been a fascinating chapter of the West. And in closing this chapter, it is hoped the reader who, by carefully reading the foregoing details, will forgive us the listing of one brand that typified the robust and earthy humor of the pioneer ranchers. We leave it to you, friend reader, to decipher this brand as its originator meant it to sound. **2NP**



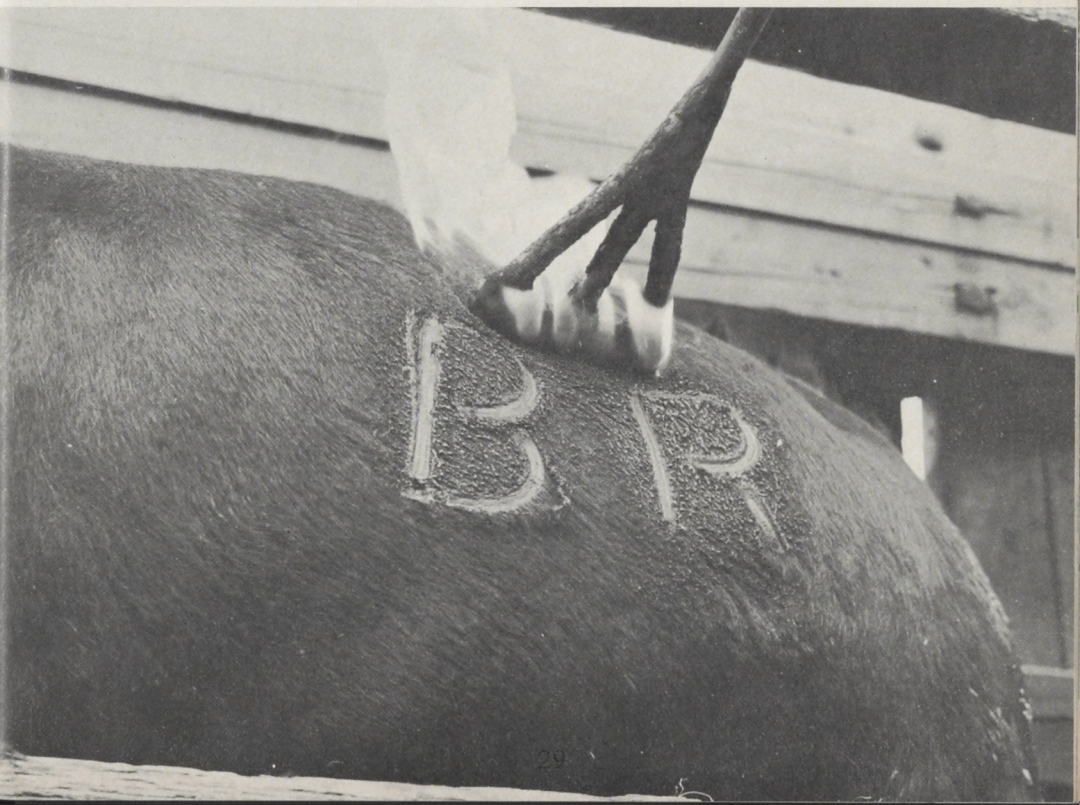
# ***New Symbols Of Excellence In Dairy Products***



A COMPLETE LINE  
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FINEST DAIRY



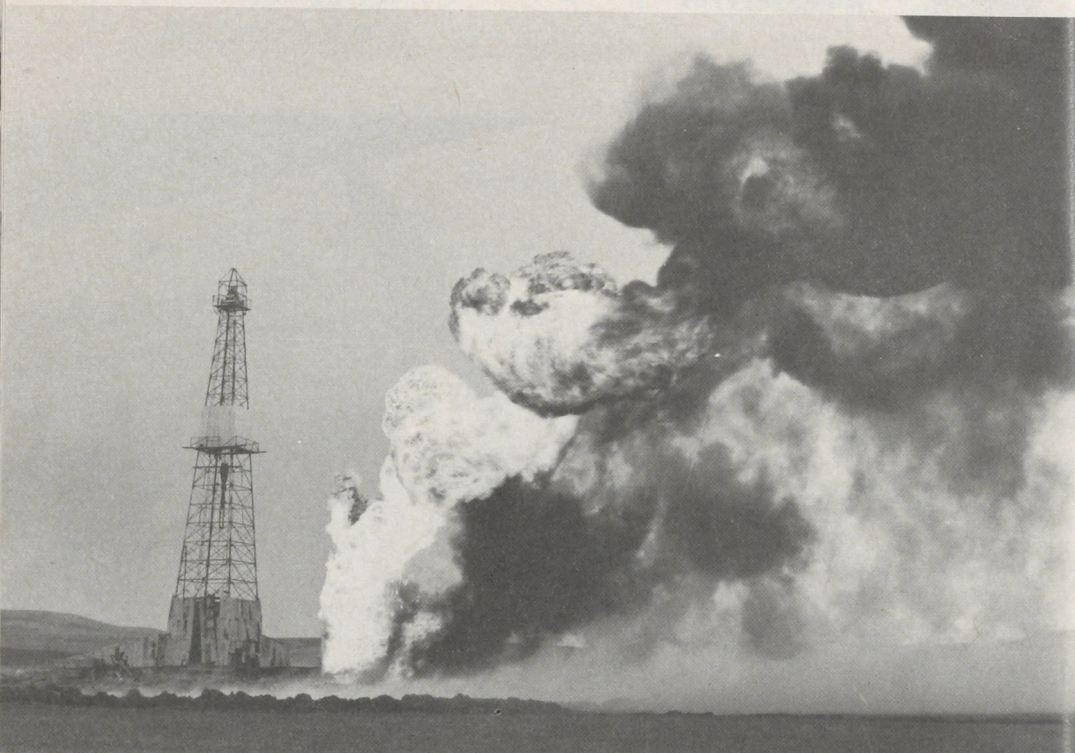
"Burnin' the brand."







Superb ranch lands for prize beef



A spectacular but common sight in the Calgary area.





**LOOK FOR PINECREST'S  
BARBECUED "READY TO SERVE"  
CHICKENS WHEN YOU'RE  
SHOPPING . . . IDEAL FOR  
PICNICS AND TRAVELLING.**

**READY-TO-COOK POULTRY**

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*Supplying all Calgary's leading restaur-  
ants and stores with the finest quality  
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# HI STRANGER!

# DIAL 96

*you'll like it!*



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Phone 262-2633  
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Shell Service Station — 9th Ave. & 10th St. S.E.

16th Ave. N.W. (Banff Trail) & 23rd St.

17th Ave. & 11th St. S.W.

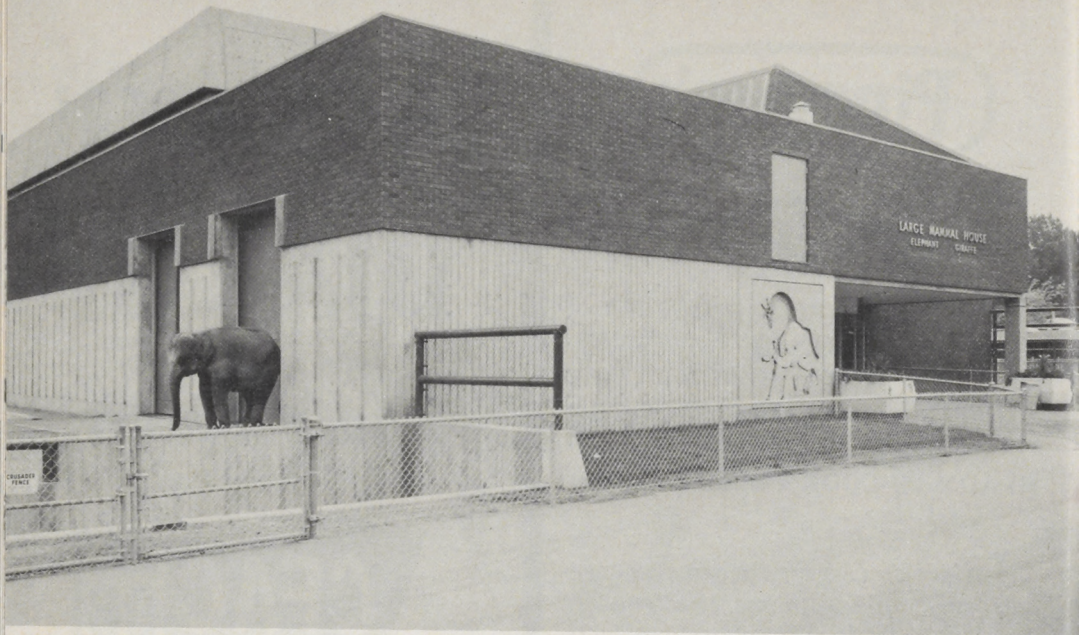
Riverside Blvd. & 6A St. N.E.

BA Service Station — 75th Ave. & Macleod Trail

Engels Shell Service — 37th St. & Banff Coach Rd.

**Crystal Clear, Hard-frozen Party Ice also available at  
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One of the Calgary Zoo buildings.



Central Park in Downtown Calgary.



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16 Modern Units — Mountain View

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15 Minutes to City Centre

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Calgary  
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# GREEN GARDENS

## motel & trailer court

HIGHWAY 1A EAST



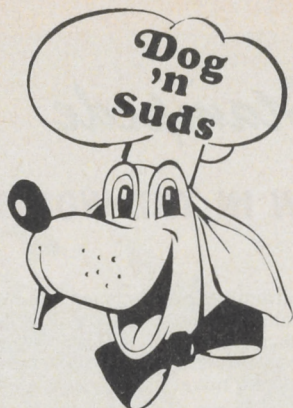


"DINNY", a popular sight at the Calgary Zoo.



Pair of Grant Zebra at Calgary's popular Zoo.





HOT DOGS  
HIGH BOY BURGERS  
COUNTRY FRIED CHICKEN  
FISH & CHIPS  
"Worlds Creamiest Root Beer"

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624 - 16th AVENUE N.W.  
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## 'elbow room'



RELAX . . . down by the river-  
side. Elegant Park-like setting.  
Tasty Meals - **STEAKS, PRIME  
RIBS, BUSINESS LUNCHEON  
SPECIALS.**

Diner's Delight-Morning, Noon  
or Night! Opposite Stampede  
Grounds.



*Elbow*  
LODGE  
MOTOR HOTEL

2 ST. & 19 AVE. S.E. PHONE 269-6771  
IN EDMONTON — IT'S THE GREENBRIER

A quiet residential scene in Calgary.





# The Calgary Stampede

## "THE BEST DAD-BURNED SHOW IN THE WORLD"

It was 1912 when a young cowboy by the name of Guy Weadick proposed an annual Stampede in Calgary. This event, combined with the annual fair, became the Calgary Exhibition and Stampede, today the greatest outdoor show on earth.

Stampede time in Calgary is literally a way of life for thousands of visitors annually. With the citizens of Calgary all out in colorful western wear, and particularly the famous white hat, it only takes a short while for the most reserved types to break down, purchase some western clothing themselves, and join in the fun.

The show period features a six mile parade thru the downtown area on Monday morning. Authentically western, all the color and drama of the Mounted Police, cowboys, Indians, bands, floats, cowgirls, blend in with pioneer carriages and other parade participants to make an unforgettable spectacle.

Actual Stampede events are held every afternoon but Sunday, from 1:30 to 5. In addition to the rugged

and spectacular events such as bucking bronks, brahma bull riding and steer decoration, you will see regular horse races (with full pari-mutuel betting) and novel riding acts.

Every evening at 7 p.m., and again on Saturday morning at 9 o'clock, the world famous chuck wagons race over the special course. Originated at the Calgary Stampede, and already a legend, the chuckwagon races present one of the most thrilling events to be found anywhere.

Grandstand attractions and fireworks round out the evening performance. The mammoth midway and exhibit sections are open until later for the pleasure of the crowds.

There's so much excitement, so many unique and fascinating exhibits and events, it's no wonder people from thousands of miles away return year after year. In fact, yearly attendance is crowding three-quarters of a million.

You haven't seen all the wonders of the world until you have seen the Calgary Exhibition and Stampede — The Greatest Outdoor Show on Earth.



Chuckwagon racing originated at the Calgary Stampede and is still the most exciting racing event since Ben Hur was winning chariot races.





Bareback bronc riding, Calgary Stampede.

## Hotel Wales

200 Beautifully Furnished Rooms  
with TV and Radio

Family Plan

Free Outdoor Parking for  
Registered Guests

## Black Knight Lounge



**Barney's**

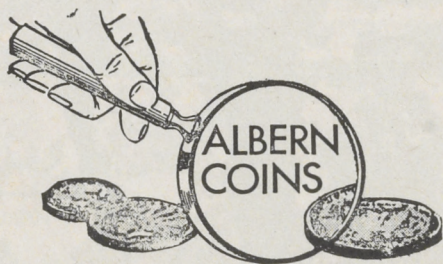
Shield Dining Lounge  
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Popular Coffee Shop

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Phone 266-1031

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MEMBERS OF C-N-A

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Calgary's Friendly  
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## COINS

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"At the Zoo Turnoff"

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"Where the action is."



Typical Calgary street scene any Stampede Week morning.



# The Westgate Motor Hotel . . . CALGARY'S NEWEST

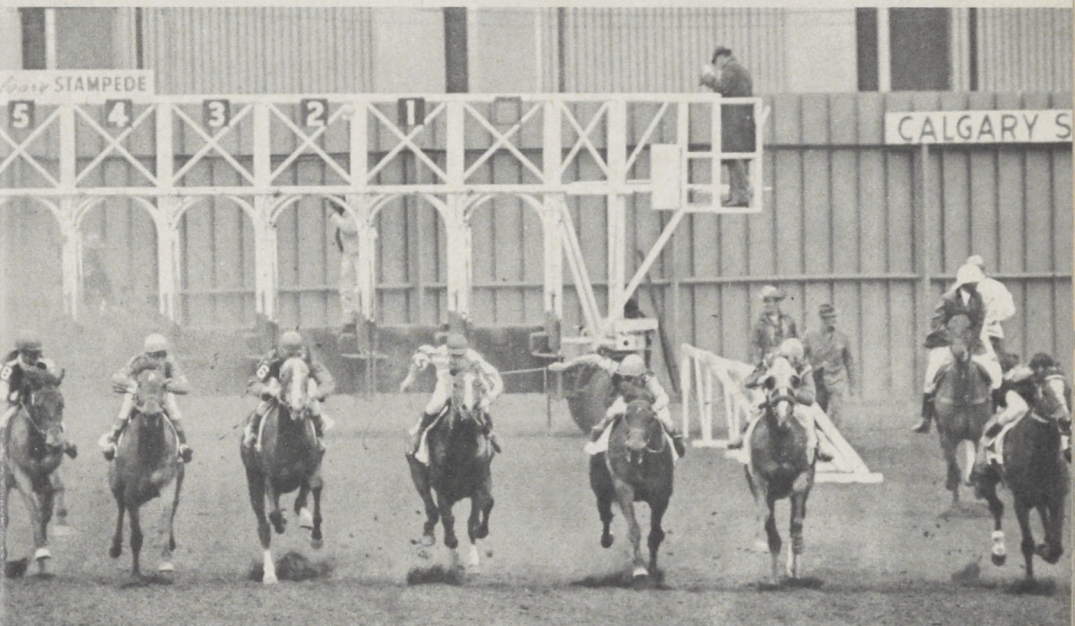
- 60 NEW 4-STAR UNITS
- COFFEE SHOP . . . DINING ROOM
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**1111 - 33rd Street S.W. — Phone 249-3181**

*On the Banff Coach Road leading to and from Banff*



Thoroughbred racing (with pari-mutuel) every day at the Stampede.

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#### CONVENIENT

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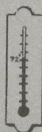


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CHINOOK'S  
CLIMATIZED  
MALLS  
Always 72°

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**Welcome to Calgary**  
**and**

# **CHINOOK** **HOPPING CENTRE**

*featuring*

# **Woodward's**

**DEPT. STORE, A FAMOUS FOOD FLOOR and AUTO SERVICE CENTRE**

**PLUS**

## **35 FINE STORES & SERVICES**

**Chinook Shopping Centre — Corner of Glenmore Trail and Macleod Trail**

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**FREE PARKING  
FOR OVER  
3000 CARS**

**POST OFFICE  
AND COMPLETE  
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**SHOP  
THURS. AND  
FRI. 'TIL**

**9**  
p.m.

**72°**





## Agriculture and Calgary

Almost as early as ranching, agriculture has played a major role in Calgary. With the coming of the railroad, homesteaders poured into Calgary. The rich topsoil grew lush crops, soon made Calgary the centre of a huge agricultural area. Irrigation opened up thousands of acres of previously arid land, increased the many farm products coming into the city.

Naturally, such growth in the farming industry led to complementary industries. Today three large flour mills and a huge malt-  
ing plant operate within Calgary

city limits. There are elevators with a total capacity of more than 6 million bushels.

Wheat is the predominant grain produced in the area, and a large production of barley. The area is practically rust free, attributed to the cool nights and high altitude.

As the second largest grain inspection point in Canada, Calgary centres a crop district of 3 million acres. Many Master Farms are located in the Calgary crop area. Visitors are always welcome to drop in any time.





## Stamper MOTOR HOTEL

AMPLE FREE PARKING

COFFEE SHOP  
COCKTAIL BAR

GEORGIAN TERRACE  
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50 Rooms with Bath and Telephone — TV — Moderate Rates

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No. 2 A HIGHWAY SOUTH (1 MILE S. OF STAMPEDE GROUNDS)



Big fields, big yields and big machines tell the story of Alberta farming.



## THE TACK SHOP

IMPORTERS OF ENGLISH  
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CALGARY, ALBERTA

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- ENGLISH SADDLERY
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## THE HORSEMAN'S SUPPLY CENTRE

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- WESTERN AND RACE SADDLERY
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Sulphur is only one of the many by-products of the petroleum industry in Calgary.



## **Oil and Calgary**

It was 1914 when Calgary first knew of the black gold. It was then that the Turner Valley Oilfields, 38 miles southwest of Calgary, came into production. Since then the city has solidly consolidated its right to the title, "Oil Capital of Canada".

Today, some 400 firms directly connected with the oil industry have their headquarters in Calgary. The result of this is borne out by the fact that while Calgary rates ninth in Canada in population, the city stands a healthy fifth in annual bank clearings.

There are oil and gas wells producing in many areas of the province today, adding a very buoyant touch to the economy of the area. Natural gas fields surround Calgary, and with a huge program of gas export to the United States and eastern Canada additional benefits to the city are already beginning to appear. A huge

pipe mill is steadily turning out the necessary pipe for the program.

By products, such as sulphur, fertilizer, rubber and plastics are part of the new development in industry giving Calgary a healthy industrial growth rate.

Oil and gas, Canada's largest source of mineral wealth, centres around Calgary. As the administrative and financial centre of the industry, Calgary comes naturally by the "Oil Capital" crown.

It is interesting to note that no less than 37,000 United States citizens, nearly all directly connected with the oil industry are under the jurisdiction of the United States Consulate in Calgary, which does a great deal to make the old "Cow-town" truly North American in every respect.

The petroleum industry and Calgary have come a long way since 1914. And the future looks even brighter for both.

Ranching finds petroleum in the Calgary area is a compatible partner.





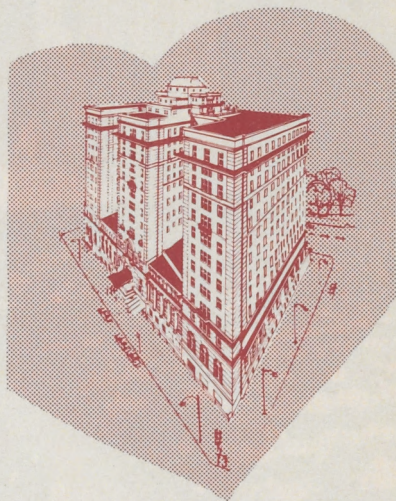


A common sight in Calgary area.



Roughnecks at work.

# In Calgary, you've gotta have Heart!



Calgary has a heart, of course. It's called the Palliser, and it's been the life line of that great western city for years. "Comfort" is the password as you stroll down the newly carpeted hallways and into your beautifully furnished room. We hope you'll use your room as a home-base and get out and see as much of the town as possible.

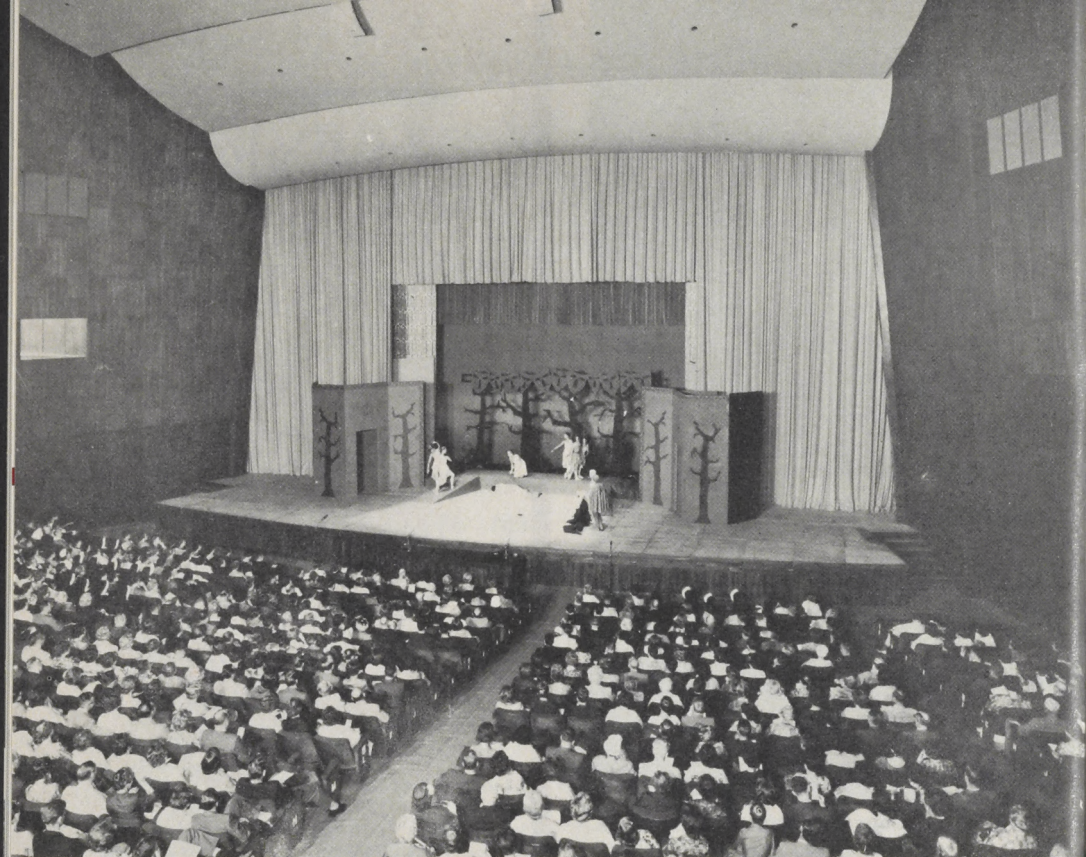
But if you have come to the Palliser for a rest we'll provide the extras. Radio and television in all rooms, soft drink facilities, and free ice on each floor.

Free parking is provided for our registered guests, and rooms start as low as \$10.00 a day. The Palliser is everything you've ever wanted in a hotel.

For information and reservations contact: Canadian Pacific Hotels Reserve-a-Room. Telex 038-2212.

THE *Palliser*  
A Canadian Pacific HOTEL





Top quality stage performances are a regular cultural treat in Calgary.

## Professional Arts in Calgary

**THE CALGARY ALLIED ARTS CENTRE**, located downtown at 830 - 9th Avenue S.W., is open to the public from 9:00 a.m. until 5:00 p.m. all summer, and until 10:00 p.m. during the rest of the year. The building houses a main art gallery, and several small galleries displaying various national, international and local exhibits, all year long. It is also equipped with a number of classrooms and workshops equipped for the teaching of the arts — from music to ceramics. In addition, it

houses the Arts Centre Theatre, with a seating capacity of 500 and near-perfect acoustics, and of course, administrative and reception areas.

The Centre has a permanent staff of approximately 50 people, and has worked for 22 years on the theory that the arts are all inter-related and inter-dependent, and can flourish best under the same roof. Admission to the Allied Arts Centre is free, and visitors are welcome. Telephone 263-6590 for more information.

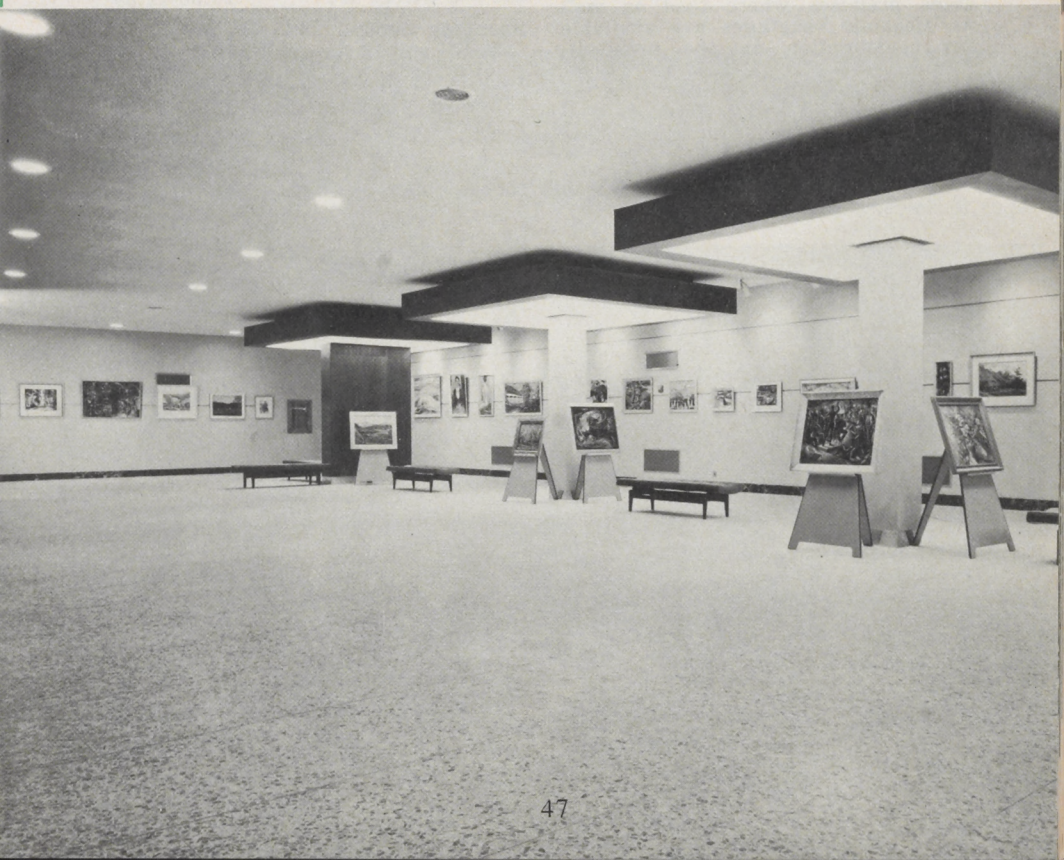


**THEATRE CALGARY** (formerly the Mac 14 Society) opens its series the last week in October with a series of seven plays, each running for ten performances at the Arts Centre Theatre. This professional company is building toward a fully resident professional company for southern Alberta, and has been able to secure the services of Mr. Christopher Newton as artistic director for this season. Included in the series of 7 plays will be a Canadian script, along with a varied programme of 6 others designed to appeal to a broad section of the community, and to raise artistic and professional standards. Last year's prices ranged from \$2.75 to \$3.50, but more information about tickets and programmes may be obtained from the Theatre Calgary offices at 262-4328.

Local and International Art showings are everyday features.

**THE CALGARY PHILHARMONIC SOCIETY** season runs from the end of September to the end of March, and this year presents a number of innovations designed to enlarge the audience and meet increasing public response. The regular series will consist of 10 'double concerts' — generally a Sunday matinee and a Monday evening combination. As well as engaging many well-known guest artists for the series the Society has been able to sign two guest conductors — Morton Gould and Mitch Miller — to begin and end the season. Mr. José Iturbi begins his first season with the orchestra as musical director and conductor, and will personally conduct 8 of the 10 double concerts planned for the year.

Performances are held at the Jubilee Auditorium on 14th Street North, and further information may be obtained from the Philharmonic offices at the Allied Arts Centre — 269-1794.





## Liquor Regulations

Like all areas, Alberta has liquor regulations distinctive to the local situation. To make it easier for you, as a visitor, here is a brief outline of the regulations, sign terminology and such particulars as you will find helpful on your trip to Calgary.

**BOTTLE SALES** — (Liquor, wines beer). Available through government-controlled outlets only. Locations and hours listed below.

**LICENSED**—The above name indicates alcoholic beverages are available. The terminology varies somewhat, but generally can be taken as follows:

**Licensed Premises or Tavern** — Beer only, as a rule. Can be consumed on premises or purchased by bottle or case for use in your own room.

**Licensed Lounge** — Usually indicates premises where full cocktail facilities are available.

**Dining Lounge** — Generally indicates premises where food as well as alcoholic beverages are available for consumption on the premises.

**BEER SALE**—Bottled beer can be purchased at all liquor stores, as well as most brewery sales outlets, and, as

mentioned above, at all premises showing the sign, licensed.

Sorry if it is confusing, friends, but that's it. If you have any difficulty finding what you want (in normal hours, of course) call 269-1677 and we'll be happy to explain the situation.

**Calgary Liquor Stores** — Open Monday thru Saturday.

	AM	PM
9640 Macleod Trail	10:30-11:30	
3504 - 19 Street S.W.	10:30-11:30	
52 Bowness Shopping Centre		pm 1:30- 9:30
6121 Macleod Trail	10:30-11:30	
914 - 11 Street S.E.	10:30-11:30	
3111 - 17 Ave. S.E.	pm 1:30- 9:30	
Shopping Centre, 1838 - 14 Ave. N.W.	10:30-11:30	
1716 - Centre Street N.	10:30-11:30	
1140 - 17 Ave. S.W.	10:30-11:30	
826 - 5 Street W.	10:30-11:30	
Shopping Centre, 37 St. and 12 Ave. S.W.	10:30-11:30	
Brentwood Shopping Centre	10:30-11:30	
526 - 4 Ave. S.W.	10:30-11:30	

There's a wide variety of dining lounges and cocktail bars in Calgary. All happy to welcome you "as you are".







After sport activity is plentiful and delightful in Calgary.

RELAXING,  
COUNTRY CLUB  
ATMOSPHERE

# GUVNOR'S GRILL

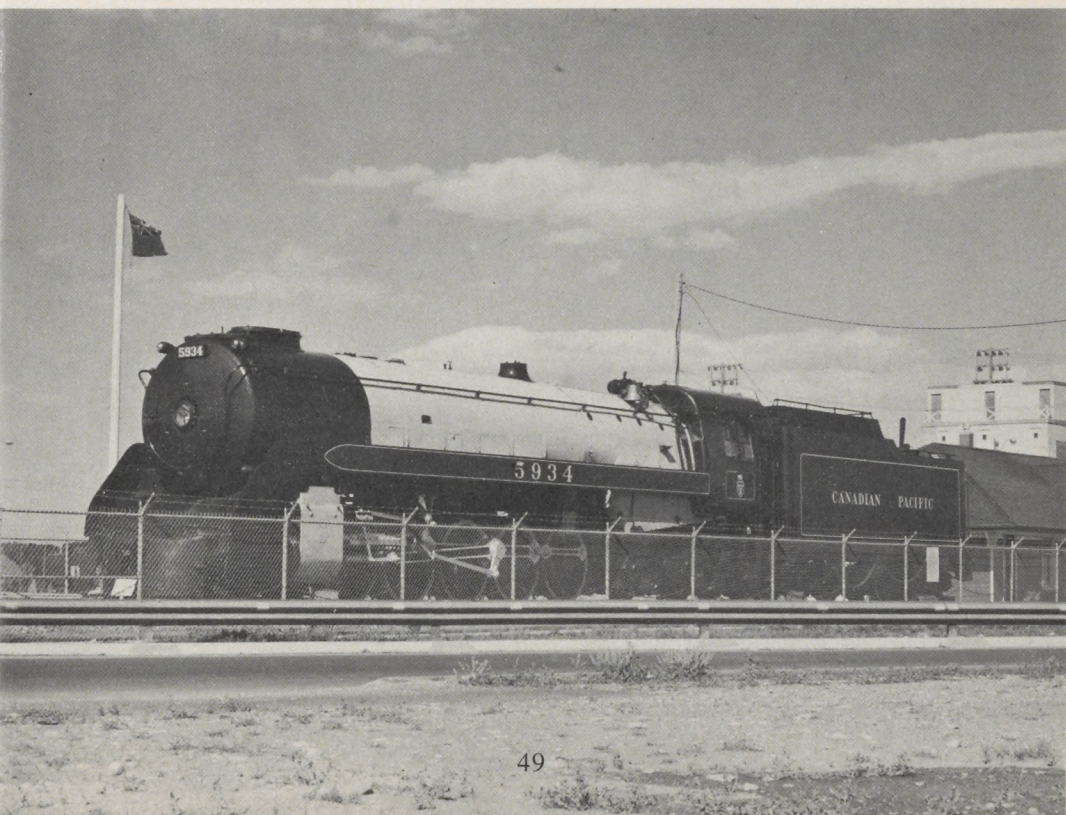
CALGARY  
ALBERTA

- Specialists in Delicious  
Sea Foods and Steaks
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- Restful Surroundings

CENTRAL DOWNTOWN LOCATION ...  
in the Royalite Building ...  
7th Ave. & 2nd Str. S.W. CALGARY

PHONE 269-7890

"Last of the Selkirks."





## Sports in Calgary

Calgary is strongly sports-minded. There is such a wide variety to be found in the city, it is the rare case where visitors cannot find their favorite. Listed on the following pages are the many sports, spectator and participation alike, here for your pleasure. Where possible, details are shown to make it easy for you to find and enjoy the ones you prefer. Where contacts or locations are not shown, please call 269-1677 or drop in at the Hospitality Centre, Mewata Park, for complete details.

**BADMINTON:** Played all year round in schools, colleges, Y.M.C.A. and Y.W.C.A., Clubs, Etc.

**BASEBALL:** Babe Ruth, Pony and Little League play on regular schedule. Call 269-1677 for details.

**BILLIARDS:** Several fine billiard halls open all year. For locations call 269-1677 or See Yellow Pages.

**BOATING:** Outboard and sail locations in every direction from Calgary. Canoeing available every day and evening during the summer at Bowness Park, Sailing on Glenmore Lake.

**BOWLING, FIVE AND TEN PIN:** Thirteen alleys in the city, with automatic pin setters and all other modern conveniences. Consult the yellow pages for locations.

**BOWLING, LAWN:** Five superb lawns in the city. Full particulars available through 269-1677.

**BOXING:** Bouts held regularly. Dates and details available at 269-1677.

**CANOEING:** Exceptional canoeing areas. Anyone interested is urged to call John Dicey at 249-4971 or 262-7956.

**CRICKET:** Played every Saturday afternoon during the summer at Riley Park, 5 Ave. & 11 Street N.W. Call Phil Heighton at 277-1574.

**CURLING:** Many fine rinks, including the world's largest. Curling regularly through the winter months. Open ice available, where rocks and brooms can be rented. Phone 269-1677 for other particulars.

**DANCING:** Several reputable dancing centres as well as many dine and dance locations. Consult the yellow pages or call 269-1677 for exact details.

**FASTBALL:** Several leagues, men's and women's, play regularly throughout the summer. Details at 269-1677.

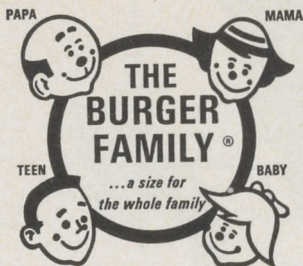
**FENCING:** An active fencing club invites your participation. Call Dr. L. G. Cody at 244-2294 for particulars.

**FIELD HOCKEY:** Played regularly during the summer. Get full details by calling Cy Hayes at 263-4567.

**FISHING:** So many places and varieties to choose from! Drop in at Hospitality Centre for regulations and locations cheerfully provided without charge.

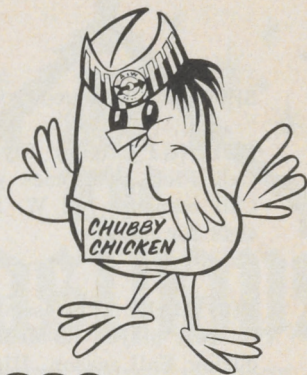
—Continued on page 52





# A & W

## DRIVE-INS



PHONE - 264-1330

FOR DELIVERY TO YOUR DOOR

OR

VISIT ONE OF THE LOCATIONS IN YOUR AREA

- 7118 MACLEOD TRAIL
- 2120 KENSINGTON ROAD
- 2407 - 4th ST. S.W.
- 2510 CENTRE ST. NORTH
- 3916 - 17th AVE. S.W.
- 3120 - 17th AVE. S.E. (Forest Lawn)
- 1320 - 14th ST. S.W.



Pro, college and high school football is one of Calgary's favourite spectator sports.



## **SPORTS**—Continued from page 50

**FLYING:** Calgary Flying Club, McCall Field, welcomes you any time. Call manager W. W. Smith at 277-4048 for details.

**FOOTBALL:** Professional football at its best played in McMahon Stadium during Fall season. High School and Junior schedules provide plenty of football action. Schedules at 269-1677.

**GOLF** — See page 84 for all details.

**HOCKEY:** Professional and a wide range of amateur leagues operate through the winter. Call 269-1677 for schedules and locations.

**HORSE RACING:** Pari-Mutuel in operation at horse races held at Victoria Park. Race meets are held in May, July and September of each year.

**HORSE SHOW:** Several a year, with the finest horse flesh on display. 269-1677 will give you dates and details.

**HUNTING** — See page 92 for full details.

**MOTORCYCLE RACING:** Meets held regularly by Calgary Motorcycle Club. Dates and details yours by phoning Chris Marshall—273-5676.

**MOUNTAIN CLIMBING:** Much of the very best is so near—at Calgary. Call 289-7633 for details.

**POLO:** Polo has been played in Calgary since 1912. Call 269-1677 for dates and locations.

**RIDING:** Many riding academies and plenty of pleasant country to ride in. Locations, rates and all other details available at any information centre or at 269-1677.

**ROCK HUNTING:** For details on this fascinating hobby, call Oscar Green at 269-3070 or the Calgary Rock and Lapidary Club, 262-6305 or 288-2147.

**ROWING:** The very active Calgary Rowing Club operates racing shells on Glenmore Lake. Contact Dave Matthews: Bus. ph. 269-4951, Res. 249-5483.

**RUGBY:** Amateur league in season. Get details from John Dicey at 249-4971 or 262-7956.

**SHOOTING, TRAP & SKEET:** Calgary Gun Club offers the newest and most complete facilities on the continent. Visitors are welcome at 32 Ave. & 15 Street N.E. Call 277-3305.

**SKATING:** Many excellent rinks to choose from through winter months. Natural and artificial ice. Call 269-1677 for locations.

**SKIING:** Fine skiing facilities are so very near during the winter months. Call 269-1677 for locations and conditions.

**SKIN-DIVING:** Calgary Sub-Aquatic Club welcomes interested divers. Call J. Merkley, 289-3642.

**SQUARE DANCING:** A popular pastime in Calgary. Jamborees and general dances held regularly all year. Call Don Conroy for details—282-8582.

—Continued on page 54





"Because it's there!"

BAVARIAN GEMUETLICHKEIT



LICENSED DINING LOUNGE  
CORNER 25th AVE. & 4th ST. S.W.

Authentic Bavarian Food  
CONTINENTAL MUSIC—CABARET  
OPEN FOR LUNCH AND  
AFTER 5 P.M.

VISIT THE GASTHAUS'  
NEWEST ADDITION  
THE HEIDELBERG LOUNGE

Phone 266-6288 for Reservations



Cricket—Played every weekend during the summer.



**SWIMMING POOLS:** Open 9 a.m. to 10 p.m. Monday through Saturday; Sunday 9 a.m. to 6 p.m. for July and August.

**Acadia**—88 Ave. & Fairmont Drive, S.E.

**Bow View**—5 Ave. & 18 St. N.W.

**Bridgeland**—Just south of General Hospital.

**East Calgary**—In Calgary Brewery Grounds.

**Foothills** — University Drive & 24 Ave. N.W.

**Forest Lawn**—16 Ave. & 39 St. S.E., Forest Lawn.

**Happy Valley**—5 miles west on No. 1 Highway.

**Highwood**—East of Northmount Dr. & approximately Holmwood Ave.

**Inglewood**—17 Ave. & 15 St. S.E.

**Killarney**—17 Ave. & 29 St. S.W.

**Millican**—70 Ave. & 20A Street S.E., Ogden.

**Mt. Pleasant**—22 Ave. & 6 St. N.W.

**Renfrew**—15 Ave. & Remington Rd. N.E.

**Shouldice**—56 St. & Bowness Rd. N.W.

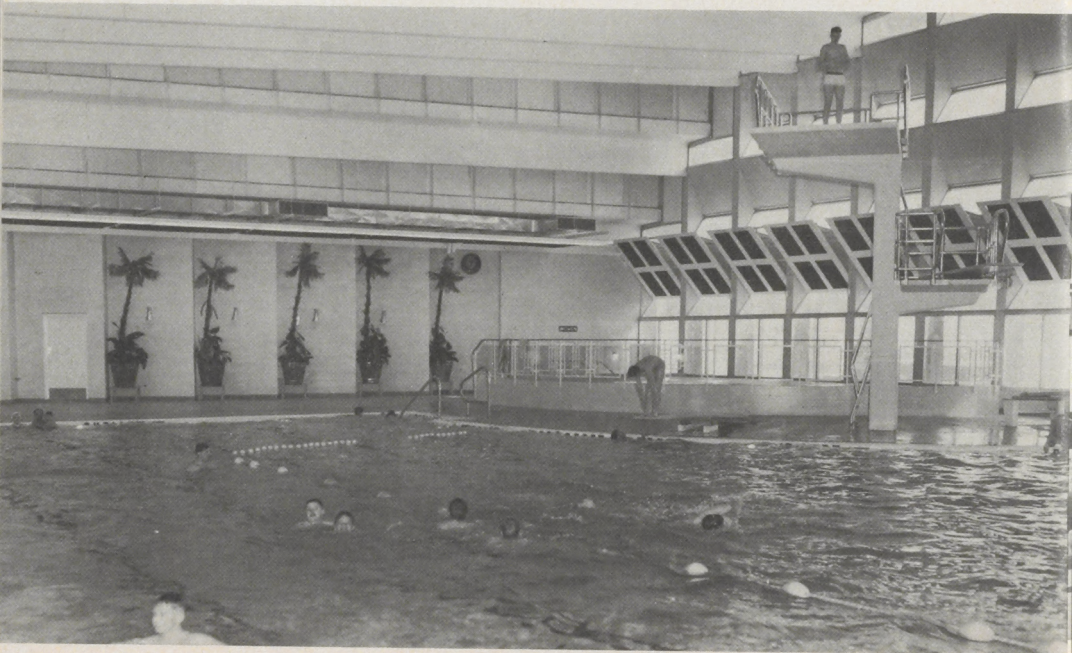
**South Calgary**—31 Ave. & 15 St. S.W.  
**Stanley Park**—Riverdale Ave. & 4 St. S.W.

**TENNIS:** Several quality courts operate during summer months. When interested in playing, visit the Calgary Tennis Club, 15 Ave. & 16 Street S.W. or telephone 244-5302 or 269-1677.

**WRESTLING:** Grunt and groan fans will be happy to know wrestling is held regularly in the city. Dates vary, so call 269-1677 for the time and place of scheduled bouts during your visit.

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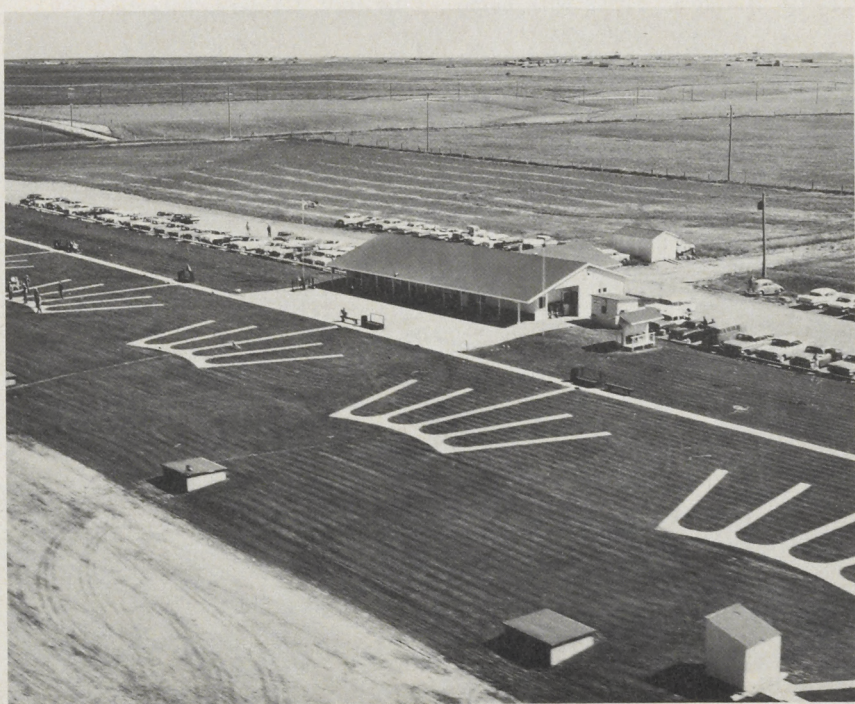
Your favorite sport may possibly have been overlooked. The Calgary Tourist & Convention Association is at your disposal at any of their information centres on major entrances to the city, or in the downtown location at Hospitality Centre, Mewata Park. Call 269-1677 and if we don't have it, we'll soon find it for you. Above all, when you are in friendly Calgary, enjoy yourself!







Field Hockey — another fascinating spectator sport played during season in Calgary.



Calgary's handsome shooting club.



## Industries in Calgary

One of the bright spots of North America — a city enjoying rapid growth based on oil and gas, expanding markets, and alert local leadership.

H. McKinley Conway, Jr., of Industrial Development, made the above statement after a recent study of the industrial situation in Calgary.

Zooming from a population of 100,000 at the end of World War II to well over 300,000 today, with even pessimists estimating over 600,000 by 1980, Calgary is well above average in expansion in all ways.

Recognizing there would be tremendous growth, once the major oil discoveries of 1947 were announced, the city planned well for the future. This is particularly so in the industrial field.

Industrial areas were set up, railroad lines provided, ample water and natural gas services provided in sections of the city to allow industries of all types to easily establish in Calgary.

Today, driving through planned areas such as Highfield you see names that are familiar in any part of North America. Firms with home

bases in United States, England, Germany and other countries have established plants in Calgary.

In addition to assistance provided by Ken Ford, the Industrial Co-ordinator, industries find Calgary provides two other essentials for success. One, a stable labor force, and two, pleasant living conditions for employees.

The Provincial Institute of Technology and Art, a prominent Calgary educational centre, has a registration of over 7,000 a year, providing a continuous flow of skilled workers year after year.

As home office in Canada for nearly 400 firms directly connected with the petroleum industry, there is a natural integration of efforts with the industrial world.

Long a city with an economy based on ranching and agriculture, Calgary entered another phase with the discovery of oil. Today, Calgary is on the eve of still another phase — a great industrial revolution.

For anyone wanting complete details on the industrial picture in Calgary, we suggest you contact Mr. Ken Ford, Industrial Co-ordinator, City Hall, Calgary, Alberta.

Oil refineries are a vital aspect of Calgary's economy.





# WELCOME to CALGARY

... centre of the rapidly growing Western Canadian Market!

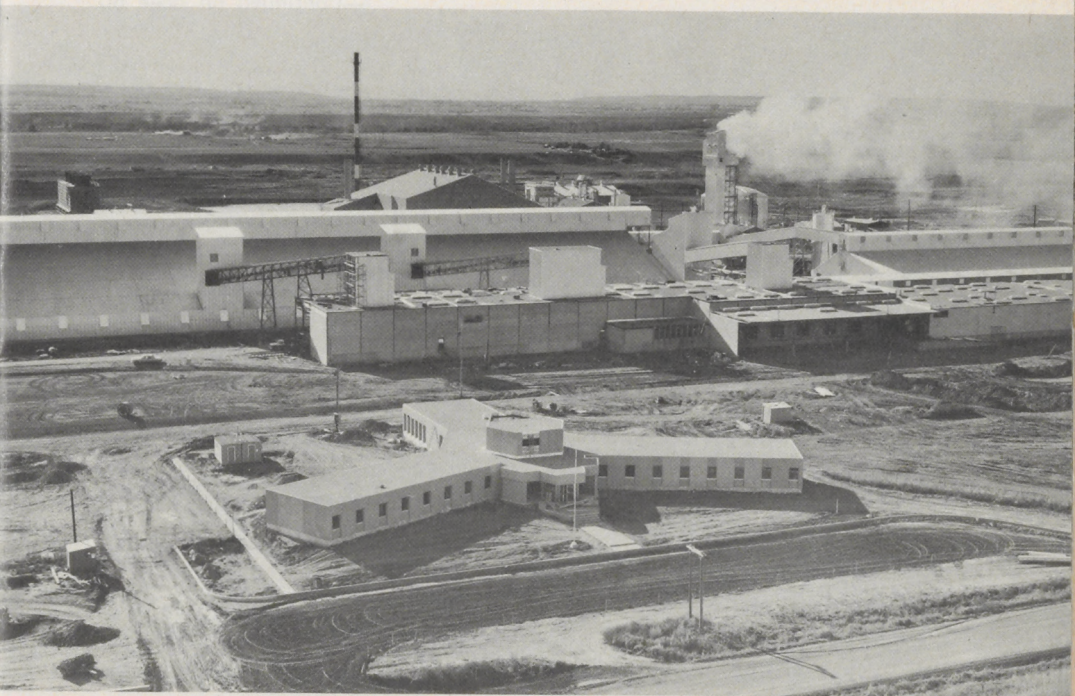
WE HOPE YOU'LL ENJOY YOUR VISIT TO OUR CITY . . . TO THE CALGARY STAMPEDE . . . AND OUR SPARKLING MOUNTAIN RESORTS. BUT, TAKE TIME OUT . . . TAKE A LOOK AT CALGARY'S INDUSTRIAL POTENTIAL . . . AT THE MANY ATTRACTIVE SITES OFFERED THAT WOULD MAKE IDEAL BRANCH PLANT LOCATIONS FOR YOUR COMPANY.

HAPPY TIMES, HAPPY TRAVELLING TO YOU . . . FROM

JACK LESLIE  
Mayor



K. S. FORD  
Industrial Co-ordinator



The Western Co-operative Fertilizers Ltd. new Calgary Plant is evidence of rapid, orderly, industrial development.



## Travelling South from Calgary

As you head south from Calgary, on Highway No. 2, you are entering an area with a rich, full history, a wealth of fascinating places and objects to see, people who enjoy having you stop to enjoy their country. We suggest you drive leisurely, accept our suggestion to see at first hand the true beauty of southern Alberta. Here's a few of the many exciting stops you can make.

**The Big Ditch**—Just at the outskirts of Calgary, a point-of-interest display board gives you a brief outline on the modest beginning of what was to become the world's greatest irrigation system.

**Avenue of Trees**—Just at the south limits of Midnapore, another history board tells of the work of Pat Burns. One of the west's best loved and most colorful pioneers, the orderly rows of stately poplar trees that border your highway were planted by Pat Burns—a man who planned for the future in a tangible, attractive manner.

**High River**—Here's a pleasant town with a proud background in the his-

tory of Alberta. A town whose people still observe the warm, friendly traditions of the old west. Camp and picnic facilities, a swimming pool and willingly helpful citizens make a stop here a memorable part of your trip.

**Nanton**—A stop at the Tap is a must! And that's only a part of the pleasure in making Nanton a stop-over on your trip. The Tap offers you a drink of cold, clear spring water, and the warm hearted town folk take it from there. They'll show you the many interesting exhibits they have here and there in the business places, give you careful advice on seeing the wonderland to the west, invite you to enjoy their pleasant camp and picnic areas.

**Claresholm**—Another delightful town whose people are true westerners. The jeans and western wear you see is not atmosphere—Claresholm is one of Canada's major ranching centres. Ask anyone—they'll be happy to tell you of the many fishing spots, working ranches and tremendous farms that make Claresholm the important centre it is.

—Continued on page 60



Waterton Lakes National Park is one of the most peaceful, truly beautiful areas in the world.





## ENJOY FIRST CLASS COMFORT IN CALGARY

Conveniently located only 5 minutes from City Centre — yet with plenty of free parking. Directly opposite Canada's largest and most complete shopping centre. Reasonable rates and every convenience.

- Luxurious Captain's Table
- Dancing and entertainment
- Sinbad Dining Lounge
- Heated Swimming Pool
- Coffee Shop
- Free Parking
- Banquet Facilities

# Trade Winds



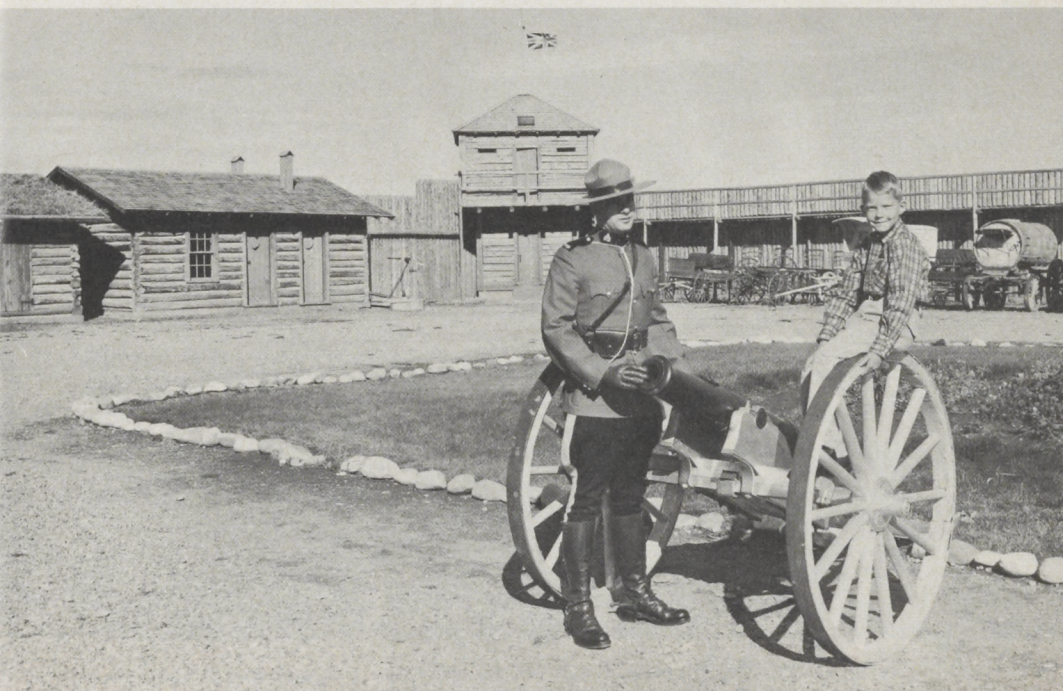
MOTOR  
HOTEL

MACLEOD TRAIL AND 66 AVENUE SOUTH

For Reservations:

TELEPHONE 252-2211

TELEX 038-2511



The re-created N.W.M.P. Fort and Museum is a big attraction in Fort Macleod.



—Continued from page 58

**Fort Macleod** — Founded by the original North West Mounted Police, Fort Macleod is history itself. Don't let the maze of billboards confuse you, or deter you from stopping over in one of the most historic spots in North America. Above all, visit the re-created Fort. There's so much of the honest history of the continent on display at a very nominal charge, you'll never regret taking the time to see, touch, and hear of authentic relics of the west when it was only a frontier. Any interest you may have in history can be satisfied in the Fort at Fort Macleod. Camp grounds and excellent facilities are available at all times.

**Cardston**—The heart of Mormonism in Canada, Cardston proudly welcomes you to see the magnificent temple, the Church of Jesus Christ of Latter Day Saints. An architectural

masterpiece, the Temple took eight years to complete. Of course, there's complete facilities in Cardston for food and lodging, campgrounds, too.

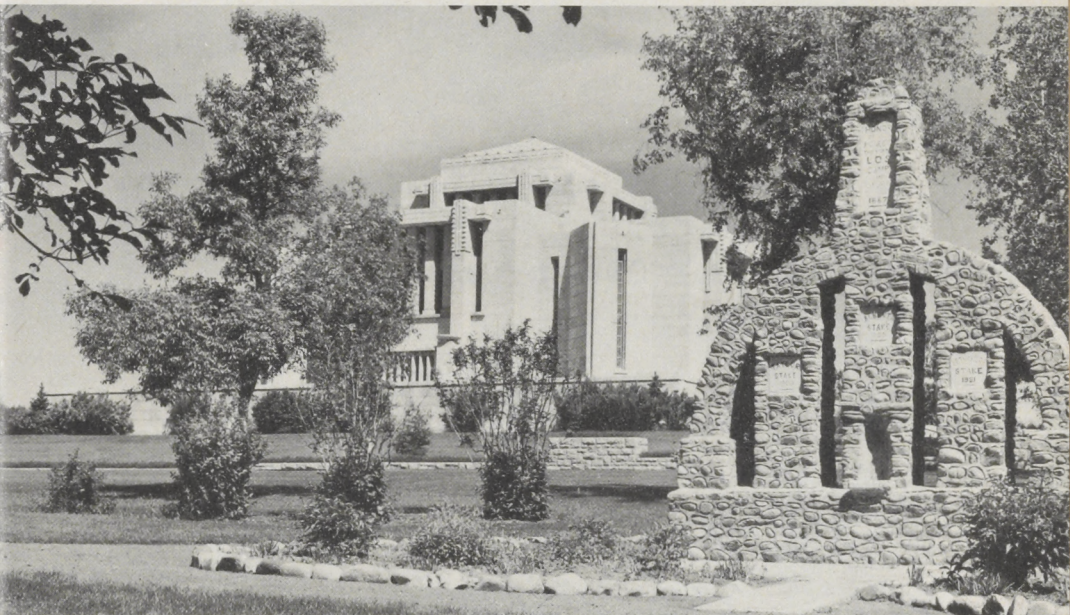
**Waterton Lakes** — From Cardston, transfer from No. 2 Highway to No. 5, a good hard-topped highway, that will lead you to Waterton Lakes National Park. Only the International Boundary separates this park from Glacier National Park. Between them, they form the International Peace Park. Wild life abounds in Waterton Lakes Park, making it easy to get natural, long-to-be-remembered pictures. There's golf, hiking, tennis, swimming, boating, fishing, just about anything you like in a pleasant vacation. Excellent accommodation, camping and trailer parks, good shopping are all available in Waterton Lakes.



The City of Lethbridge, Alberta, is famous for its many parks, the newest of which is the beautiful Japanese Garden, the city's centennial project.



The spectacular  
"Kananaskis  
Adventure Road".



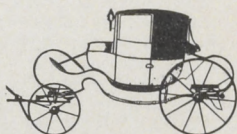
Mormon Temple—Cardston.

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- HEATED SWIMMING POOL
- COFFEE SHOP
- DINING LOUNGE
- COCKTAIL LOUNGE
- TAVERN
- ENTERTAINMENT NIGHTLY



# CARRIAGE HOUSE

*m o t o r i n n*

Recommended by:



MACLEOD TRAIL AND 90th AVE. SOUTH





The Drumheller Valley Badlands present a turbulent maze of dolomites, buttes and other formations, known as "Hoodoos", a weird and fascinating area created by wind and water erosion.

## The Dinosaur Trail

An unusual, and fascinating area awaits you at Drumheller. Between 60 and 140 million years ago, during the Cretaceous Period, the Drumheller area was the home of the dinosaurs. You can see the tremendous "Graveyard of the Dinosaurs" for yourself. Highway No. 1 to the east meets Highway No. 9 at Langdon Corner, and the broad, hard-topped road leads you right to Drumheller. It's only 88 miles from Calgary to Drumheller.

It was in 1884 that Joseph Burr Tyrrell, a noted Canadian geologist, discovered the first dinosaur bones while examining coal beds in the region. In the years since, palaeontologists have found many odd bones, and several complete skeletons. A number of these are on display in museums throughout North America.

The search for these clues to the past goes on still in the awesome valley, where the unusual formations known as the "Hoodoos" are favorite photo subjects. Incidentally, the name dinosaur comes from Greek words "deinos", meaning terrible, and "sauros" for lizard. It is pronounced dine-o-sore.

Visitors to the area can find bits of bones, petrified wood and tropical fruits, crystallized shells and other

interesting souvenirs. You get a brief glimpse of the thrill in store for you a few miles out of Drumheller as the highway skirts along Horseshoe Canyon. To drive through the badlands, drive right into the city. Good signs make it easy for you to locate the start of the Dinosaur Trail.

An unexpected and pleasant bonus of your trip through the valley is a visit at the "Biggest Little Church in the World". Just a few miles out of Drumheller, this unique structure invites you to stop and meditate a while. A recording system allows you to listen to a short prayer or hymn of your own faith while you sit in the miniature pews. Designed to seat 10,000 people (six at a time) the little church is a favorite with thousands of visitors every year.

Back in friendly Drumheller, make a visit to the museum a finale to your trip. Many interesting exhibits, ranging from tiny petrified seeds of prehistoric plants to giant snails, and from petrified wood to ancient turtle shells, all help to give you a first hand look at the world of many million years ago.

The city of Drumheller provides complete modern facilities for your stay of a few hours or a few days. Plan now to travel the "Dinosaur Trail".





Dubbed "the biggest little church in the world," the Chapel of Meditation stands alone on the edge of the Dinosaur Trail, four miles west of Drumheller, Alberta. It measures seven feet by twelve feet, and accommodates a maximum of six worshippers.



# *Welcome to*

the  *Bay*



## *Calgary's leading department store*

The Bay in Calgary welcomes you to our fine city, and hopes that you enjoy your visit. Located in the heart of downtown on 1st St. S.W. between 7th and 8th Avenues, the Bay has seven modern floors of merchandise . . from famous furs and Hudson's Bay Point blankets to up-to-the-minute fashions and souvenirs for the entire family . . . from fine English bone china to exquisite French perfumes . . . all of which are tastefully displayed for easy selection. Visit us from 9 - 5:30 daily, Thursday and Friday 9 a.m. to 9 p.m.

**Hudson's Bay Company**

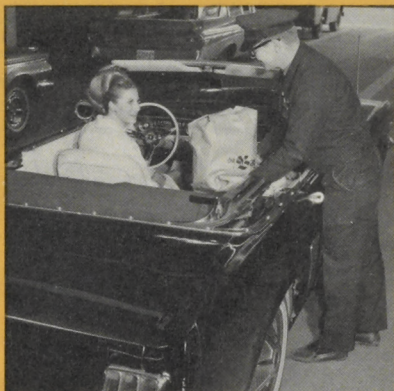
INCORPORATED 2<sup>ND</sup> MAY 1870



# to Calgary



**The Chinook Ranch** on our 6th floor offers informal dining whether you prefer a light snack or full course meal. Relax in the Western atmosphere of our cafeteria that over-looks the city.



**Parkade\* and Parcel Pick-up.** Our Parkade has a capacity for 1,000 cars. For parcel service simply send your purchases to the Parkade, where an attendant will place them in your car. \*RTM



**Famous Hudson's Bay Point Wool Blankets.** Pre-shrunk and guaranteed colorfast, they are noted for their exceptional warmth and durability. Visit the Bay Bedding, Fourth Floor for 3½ pt., twin; 4 pt., double; and 6 pt., queen.



**Canadiana Shop,** fourth floor. See the largest selection of fine English bone china in Calgary. Royal Albert, Doulton, Wedgwood and Minton are only a few of the famous names you'll find.



**You'll find**



**HOSPITALITY**  
**here**

Look for this sign everywhere for  
the best in Western Hospitality.





Even the girls enjoy fishing around Calgary.



#### IMPORTED BRITISH WOOLLENS

- Cashmere sweaters — a vast selection — Braemar, Hogg of Hawick, Pringle and Balantyne. All with matching skirts.
- Burberry topcoats, Chester Barrie suits and coats, Liberty blouses and pure silk scarves, County Sports of London knit suits.

#### DIRECT IMPORTERS

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# DON FORSTER

The finest imported woollens, tastefully styled by Canada's foremost tailors

A Visit to Don Forsters' will add interest to your stay in Calgary

Fine Clothing for men and young men, distinctive haberdashery,

Knox hats, Dack shoes

PH. 264-3440

335 - 7th Ave. S.W.







Sylvan Lake—Only 100 paved miles from Calgary.

## Travelling North from Calgary

Highway No. 2, arrow straight to the north, leads you through much of the very best farm lands in Canada. As the miles register on your speedometer, take special notice of the lush vegetation, sweeping fields, and carefully tended farm yards. You'll see sleek stock, too, grazing on broad acres of short-grass.

There's many a quaint town along the way. For a change, turn in to one of these happy little centres. You'll find, as always in Alberta, friendly folks who welcome you. They'll happily direct you to Master Farms in the area, farms so distinctive and successful they have been awarded the coveted Master Farmer Award made yearly by the Alberta Government.

To the west of your Highway No. 2 is a section of fishing and hunting so tremendous the only suitable adjective is fabulous. Wild, tumbling rivers are home to many varieties of fighting trout, heavily forested areas are home to fine game animals. And camping in those quiet, peaceful areas is an experience in itself.

Red Deer is the first major centre you find north of Calgary, a city of 30,000 people always ready to make you feel right at home.

Those same friendly Red Deer people will show you how to reach the serenity of Sylvan Lake, only a few paved miles to the west. Or historic Rocky Mountain House, where David Thompson established pioneer trails so many years ago. Or the quiet, campers' haven that is scenic Pine Lake. Or big, broad Gull Lake, where you can enjoy a quiet siesta or unlimber that boat and outboard.

At Red Deer, you have so many choices, it's a problem to know where to go and what to do first. Whatever you do, bet you enjoy it!

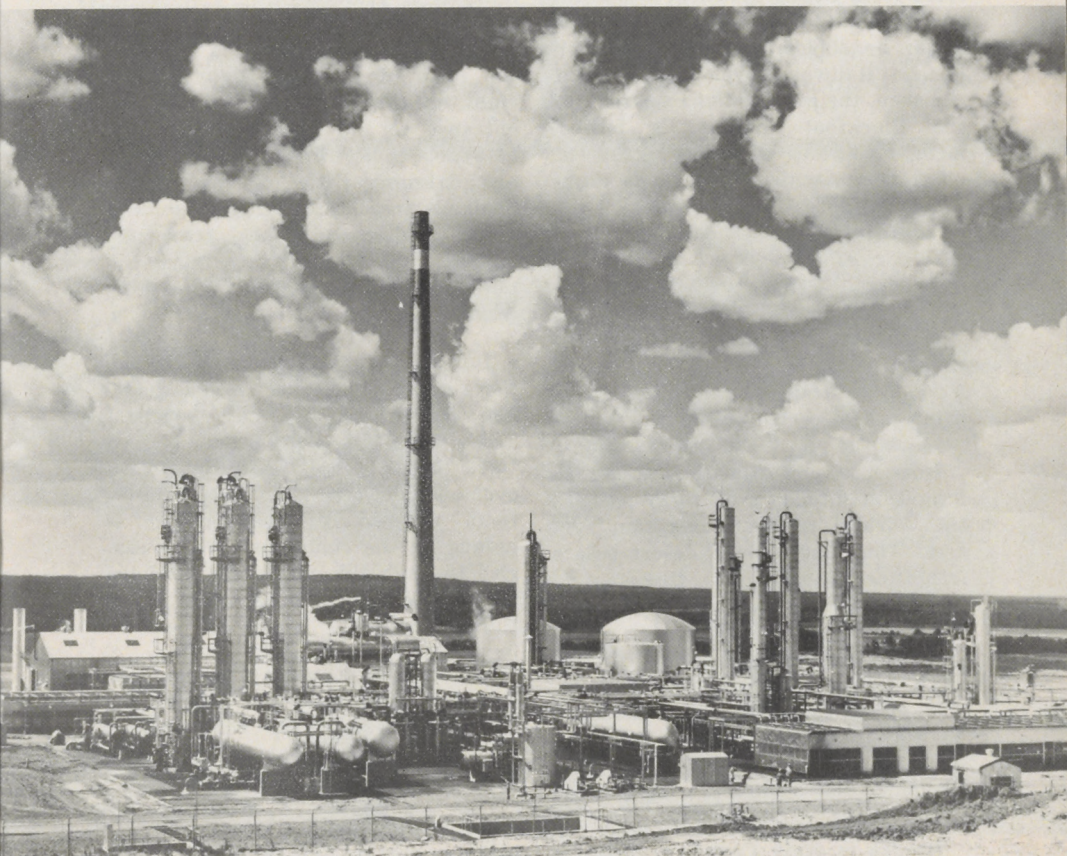
There's a lot of country to the north. Edmonton, Alberta's Capital, is a booming, busy city of 400,000. The Peace River country is a broad, fertile farm area, where oil has brought an added buoyancy to the country. Good roads, of course.

"Travel the fascinating Mackenzie Highway to the Northwest Territories. Fantastic scenery and out-of-this-world fishing combine to give any visitor an unforgettable trip. Not for the impulse traveller, mind—gravel roads and once-in-a-while accommodation along the way, etc.—but to the hardy, a tremendous experience."





Fields turn white when the Waveys are in. Snow Geese and Canada Geese in uncountable numbers crowd the autumn sky in Eastern Alberta.



Petroleum by-products have brought industrial development to all parts of Alberta.



## Travelling East from Calgary

As you leave Calgary, and head East on the Trans-Canada Highway (No. 1), you have many interesting miles ahead of you.

Strathmore, just 30 miles east of Calgary, is the beginning of the very extensive irrigation system serving the dry areas to the south east. Pleasant people and good visitor amenities provide a welcome stop on your trip.

Gleichen, for example, is an average small town on the surface, but it teems with history. The town name came from Count Gleichen, a prominent German industrialist who was a major bondholder in early Canadian Pacific Railway development. Near Gleichen, the great Chief Crowfoot, of the Blackfoot Indians, is buried. Here, too, Chief Crowfoot signed the peace treaty with the whites to terminate hostilities for all times. Even in the infamous Riel Rebellion of 1885, Crowfoot remained loyal to his agreement.

Not too far from Gleichen, the settlement of Crowfoot has been named for this chieftain who did so much to bring peace to the west.

Notice, as you drive, the numerous irrigation ditches that form part of the world's greatest irrigation system. This land, almost desert before irrigation came, now grows fine crops year after year.

At Bassano, you are in one of Canada's best upland game bird areas. The big irrigation dam at Bassano pours precious water out to a tremendous acreage. Good fishing in the dam.

Brooks is truly Canada's pheasant headquarters. Huge pens form a

pheasant hatchery, turning out thousands of game birds yearly.

North and east of Brooks, on a well-gravelled and equally well-marked highway, you will find the awesome 22,000 acres that make up Steveville Provincial Dinosaur Park. Badlands at their "baddest", as one visitor remarked, stretch out in front of you for endless miles. High view points let you get tremendous pictures. Warden Roy Fowler, one of Canada's leading amateur paleontologists, is always willing to give you a fascinating look into the world of millions of yesterdays.

There's a double treat to enjoy at the town of Brooks. Dinny's Cafe, right on the No. 1 highway at the entrance to the town, serves tasty, enjoyable food. Dinny's also features an intriguing little museum of the badlands area. Interesting exhibits of petrified dinosaur bones, trees and other animal life dating back 150 million years are yours to leisurely examine. Make a rest stop at Dinny's.

Just three miles beyond Brooks, on the right side of the Trans-Canada, you can get a glimpse of the aqueduct and siphon of the irrigation system. Used to first carry irrigation water over lowland, then underpass the railroad, this interesting structure is unique on the continent. Water carried through this alone, fed by Lake Newell Reservoir, serves over 58,000 thirsty acres.

You will note, after you pass the town of Tilley and the end of the irrigation system, the very obvious lack of vegetation that stretches endlessly on either side of the highway.

At Suffield, look far to your left and you can see the tremendous Suffield development of the Canadian



Government. A classified post, extensive experimental work is carried on here in rigid secrecy.

Just approaching Medicine Hat, you pass through the manufacturing town of Redcliffe. Gigantic ovens turn out miles of bricks, ceramics, dinnerware and all the many potteries that perfect clay, found in the area, can produce.

Medicine Hat, the city that Rudyard Kipling said had "all hell for a basement," is an unusual place. There is so much natural gas, the city never turns off the street lights, because cost of turning them off and on exceeds that of letting them burn. Huge greenhouses and market gardens thrive.

A pleasant, always friendly city, Medicine Hat will make you comfortable with good accommodation, foods and all the many services designed to make your stop-over a pleasant interlude.

## WELCOME TO BROOKS

115 Miles East of Calgary

"Gateway to Steveville Prehistoric Park"

## DINNY'S RESTAURANT

featuring

Col. Sanders' Recipe

### KENTUCKY FRIED CHICKEN

Take Out Service



ON TRANS CANADA HWY.  
BROOKS, ALBERTA

## SHELL SERVICE STATION

Block &  
Cube  
Ice  
Always  
Available  
24 Hrs.



Be sure to visit Dinny's Fossil House

EXHIBIT OF FOSSILS, DINOSAUR  
BONES, ETC.

LOCATED AT DINNY'S RESTAURANT  
TRANS CANADA HWY., BROOKS



Vacationers on the Trans-Canada Highway, at the outskirts of Medicine Hat, Alberta, pause for a few moments to check their mileage and plan the day's route.





## Travelling West from Calgary

Calgary, you may have noticed, is located at the precise spot where the broad, flat farm lands become the lush, rolling foothills. As you drive west on the Trans-Canada Highway (No. 1) you will see ranch lands and browsing herds of fine cattle on each side of the road.

Gradually, the foothills gain height as you drive and almost before you know it, you are in the mountains. For a pleasant change, turn off the road to visit the guest ranches along the way. Gate signs tell you where to turn in to the happy, away-from-it-all ranches that offer all the modern amenities.

Just 90 minutes from Calgary, you reach the gates of Banff National Park. A permanent, all year permit (good for any National Park in Canada) is only \$2.00, but a one time trip permit is yours for only 50 cents if desired. Then, once through the gates, you're in the world's finest scenic area.

So much has been written and told about the Banff area, it becomes difficult to describe it without sounding hackneyed.

The towering, majestic mountains, wearing their snow shawls even in the warm summer, would be enough for

most people alone. Yet, added to the grandeur of the peaks in Banff National Park is a host of attractions equally as interesting.

Only 77 paved miles west of Calgary, Banff Park is a wild game preserve. As such, it is common to see Rocky Mountain Sheep, moose, bear, deer, beavers, elk and many other animals within easy camera range.

Hot pools become swimming pools, clear brooks become accessories to flowers and shrubs in the colorful park areas, stately trees lend color and shade to picnic and camp grounds in Banff.

There's riding along quiet bridle paths, boating on the smooth, serene rivers and lakes, fishing in the fast running mountain rivers, mountain climbing, hiking, tennis, golf, and all the activities you will enjoy.

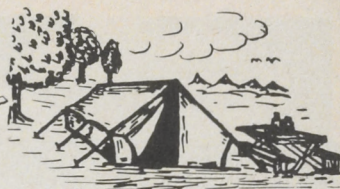
Ample accommodation of every type and price range, good food and shopping, car service, are all available to add to the pleasure of your stay. The greatest thrill of all is to ride to the top of the mountain for a vast panoramic view of the entire area.

Banff the Beautiful awaits your pleasure.





# HAPPY VALLEY TENT & TRAILER PARK



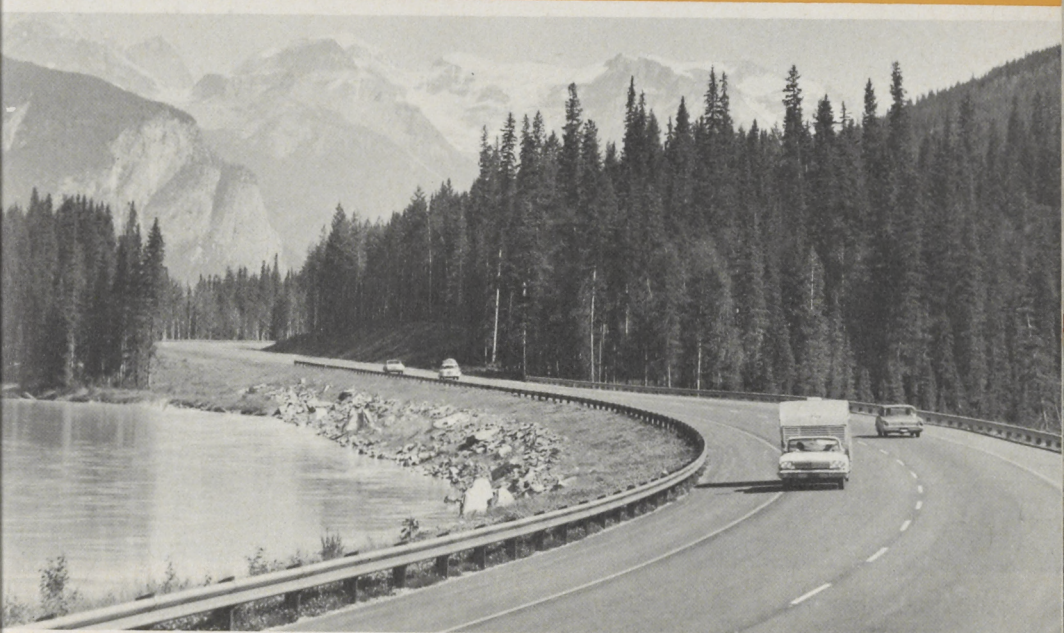
5 MILES WEST ON THE TRANS-CANADA HIGHWAY

- Super Modern Shower and Bathroom Facilities
- Coin Laundry and Ironing Conveniences

PHONE  
**288-5811**

- Numerous Camp and Trailer Sites With or Without Utilities
- Among Trees by River

400 Acres of Picnic and Playgrounds, Indoor and Outdoor Pools, Golf, Horseback Riding, right at your doorstep.



Happy motoring in Alberta.

## Scratch's Banff Bungalows



INVITE YOU TO THE  
BEAUTIES OF THE ROCKIES  
LOCATED ON TUNNEL  
MOUNTAIN, 240 FEET  
ABOVE TOWN OF BANFF  
4,748 FEET ABOVE SEA LEVEL  
ENJOY AN OPEN FIREPLACE  
P.O. BOX 519 BANFF  
PHONE 762-3544





The Bow Valley and Banff Townsite, as seen from Sulphur Mountain, Banff National Park.

## Banff

Banff, beautiful in the summer, adds another dimension during the winter. Deep, fluffy snow gives a fairyland touch to mountain top and quiet meadow alike. Superb ski facilities and terrain are so exceptional Banff has been proposed as a Winter Olympic site.

Spring, too, is a fascinating time in Banff. Grass and leaves spring out in glistening green, streams and waterfalls shake off the icy hibernation to come sparklingly alive, youngsters of

a wide variety of animals make their wobbly-legged appearance. Spring has a special meaning all its own at Banff, and it's yours to enjoy.

Fall, with its parade of color and falling leaves, is a quiet, back-to-nature period in Banff. You can enjoy watching, in every glen and glade, as animals and vegetation prepare for the long winter ahead.

No matter what time of year, you and your camera can enjoy and keep the pleasures of magnificent Banff.



*Banff and the Bow Valley as  
seen from Sulphur Mountain*

## *Visit Banff...*

in the Heart  
of the  
Majestic Rockies!

---

## *Take a Ride...*

on the famous

### **GONDOLA LIFT**

to the top of

### **BANFF SULPHUR MOUNTAIN**



This is the only lift of its type in Canada and the only lift in the area which brings you to the top of a mountain, and as high up as 7,500 feet above sea level.

From Sulphur Mountain you will enjoy a panorama covering a full circle of 360 degrees, with a horizon of mountains and ridges stretching over 90 miles.

Our gondolas are fully glassed in and seat 4 adults. Everybody, from baby to grandmother can go in safety and comfort.

*The Sulphur Mountain Summit Tea  
House, 3,000 feet above Banff.*



As an average, more than 175,000 people take the Gondola Ride per Summer Season. **IT IS BANFF'S MOST POPULAR ATTRACTION.**

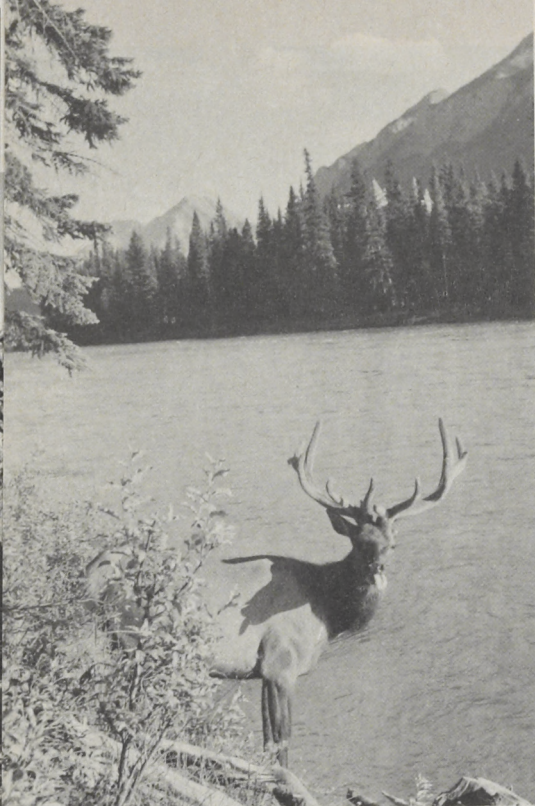
A cosy Tea House, seating 100 people awaits you atop Sulphur Mountain. It offers protection from sun and heat on bright days or from wind and cold at other times.

An organized trip to Banff and up Sulphur Mountain will prove to be a highlight of the entertainment program of your convention.

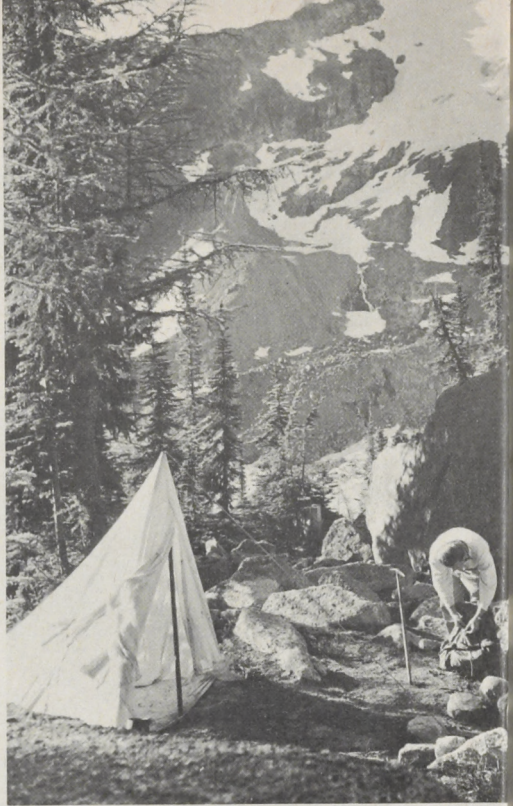
Please write to:

Banff Sulphur Mountain  
Gondola Lift Company Ltd.,  
Box 1258, Banff, Alta., Canada.





"Same to you, Buddy!"



Want to be alone? No trouble  
to find solitude around Calgary.

Alberta's original citizens are a colorful part of the Calgary scene.





*Ride the newest  
Lift in*  
**BANFF**

on  
**MOUNT NORQUAY**  
right off the  
**Trans-Canada Highway**

Enjoy  
**Banff's most scenic view!**

Operated by the  
**Banff Cablelifts Corporation Ltd.**  
P.O. Box 40, Banff  
Tel. 762-3458



Mount Eisenhower in Banff National Park.





Miles of scenic ski touring country together with spectacular downhill slopes attract skiers to the world-famous Banff National Park in Alberta, Canada.



# VISIT THE *Canadian Rockies*

Only 70 miles from Calgary



Complete Transportation Service  
Sightseeing Tours and Chauffeured Limousines  
Hertz Rent A Car  
Ski Bus Service and Information

P.O. Box 399 Phone 762-2241  
Banff, Alberta

**BREWSTER CANADIAN ROCKIES GRAY LINE**



In Banff It's

## **THE HOMESTEAD HOTEL**

WITH 60 ROOMS  
AND DINING ROOM

And Directly Across the Street

## **THE NEW GAMMON MOTEL**

54 Units — With Combination Tub and Shower

Ample Parking — Town Centre Location

COURTESY LIMOUSINE SERVICE TO TRAINS, BUS, GRAYLINE OFFICE, BOAT LANDING

Phone 762-3344 - 762-2151

E. E. Gammon, Prop.





Lake Louise in the summer sun.

## Lake Louise

The Scope and splendor that is Lake Louise can provide you with your own wonderland. Memories of this enchanting place linger with you long after your visit.

The brilliance of Iceland poppies blooming by the jade waters of Lake Louise.

The tug of a well-cast fly as it touches white water.

The ripple of a canoe paddle on the serene lake waters.

The thrill-a-foot ride to the clouds on the sedan lift.

Forests of silence that are perfect sanctuary to wildlife of all kinds.

Alpine meadows that are gardens of bright and fragrant flowers.

Come with your camera, sketch book, palette or your mind's eye open to all things lovely, for at Lake Louise every turn of the road is an artist's viewpoint.

At Lake Louise, there's more to see than do. But the sheer pleasure of seeing is enough. You need no guide book to direct you to the beauties; your personal discovery of them is an adventure in itself.

Lake Louise in her winter beauty.







## At Lake Louise Ride the World's Longest Sedan Lift

In winter or summer a ride on the comfortable Lake Louise Whitehorn Sedan Lift is an unforgettable journey for both young and old. This Lift provides dramatic views of the spectacular mountains in the Continental Divide from Mount Assiniboine in the South to Mount Balfour in the West, with world-famous Lake Louise in the center.

NORTH SIDE OF TRANS-CANADA  
HIGHWAY

200 YARDS EAST OF THE  
PIPESTONE RIVER BRIDGE

UNIQUE VIEW OF LAKE LOUISE  
TWENTY MINUTE ASCENT OF 2 MILES  
COMPLETELY ENCLOSED TWO AND  
THREE PASSENGER SEDANS  
SCENIC HIKES  
MOUNTAIN COFFEE SHOP  
COIN BINOCULARS

TREMENDOUS SKIING FROM DECEMBER TO MAY



Trail Riders camp for the night in superb surroundings.



## Currency Exchange

The value of any form of currency is decided daily on the money markets of the world. The Exchange at New York issues daily ratings which are used in all countries.

Currently, Canadian money is pegged at 92½ cents to the U.S. dollar. This gives American citizens a decided premium on their vacation spending. AS NOT ALL PLACES OF BUSINESS OBSERVE THE FULL EXCHANGE RATE, WE URGE YOU TO VISIT THE NEAREST BRANCH OF THE BANKS LISTED BELOW. YOU WILL RECEIVE THE ENTIRE EXCHANGE RATE WITH PROMPT AND COURTEOUS ATTENTION AT ALL TIMES.

Canadian Imperial Bank  
of Commerce

309 - 8 Ave. S.W. .... 266-7251

Bank of Montreal

140 - 8 Ave. S.W. .... 266-8701

Bank of Nova Scotia

125 - 8 Ave. S.W. .... 263-1810

Royal Bank of Canada

411 - 8 Ave. S.W. .... 266-8751

Toronto-Dominion Bank

114 - 8 Ave. S.W. .... 262-7011

How  
many  
Banking  
Services  
do you use?



"IT'S SIMPLE WHEN YOU KNOW HOW" is a booklet which tells you how to use the many Bank of Commerce services to your best advantage. Pick up, or write for, a free booklet at your nearest branch of the Bank of Commerce tomorrow.

 CANADIAN IMPERIAL BANK OF COMMERCE





A view of the interior of a local Calgary bank during Stampede week. Note the little old lady patting the ponies in the left of the picture with a bank officer changing straw in the background.



## Golf in Calgary

The Calgary area, with gently rolling foothills, lush foliage and plenty of good grass, is ideally suited for good golf course layouts. There are eleven courses in Calgary, five of which are private clubs, six open to the public. When you want to work out the kinks of driving the car, you'll find a game of golf ideal. Listed below are the courses open to green fee players.

Bowness Golf Club—Bowness

Highland Golf Club—4304 4 St. N.W.

Inglewood Golf & Country Club—  
East Calgary

Mayview Golf & Country Club—  
Bragg Creek Road

Shaganappi Golf Course—  
12 Ave. & 26 St. S.W.

Shaw-nee Slopes Golf Club—  
146 Ave. & 7 St. S.W.

### PITCH AND PUTT—

For those who haven't time for a full game, yet want to keep their hand in, a pitch and putt course is the answer. Velvet smooth grass greens, and a terrain just difficult enough to be interesting. Clubs included in the very nominal green fees:

Par 3 Golf—At Amylorne Motel,  
No. 2 Highway South

Happy Valley—5 miles west on  
No. 1 Highway

Golfland—East of Cushing Bridge

### DRIVING RANGES —

Always popular, driving ranges make it easy for you to keep in practise as well as giving you a chance to iron out those annoying hooks or slices. Two excellent driving ranges are within easy driving distance:

Happy Valley—5 miles west on  
No. 1 Highway

Golfland—East of Cushing Bridge

### MINIATURE GOLF—

Even the kids enjoy miniature golf, while Mom and Dad can sharpen up their putting. Three miniature courses in Calgary:

Bowness Miniature Golf—  
Bowness Park, Bowness

Happy Valley—5 miles west on  
No. 1 Highway

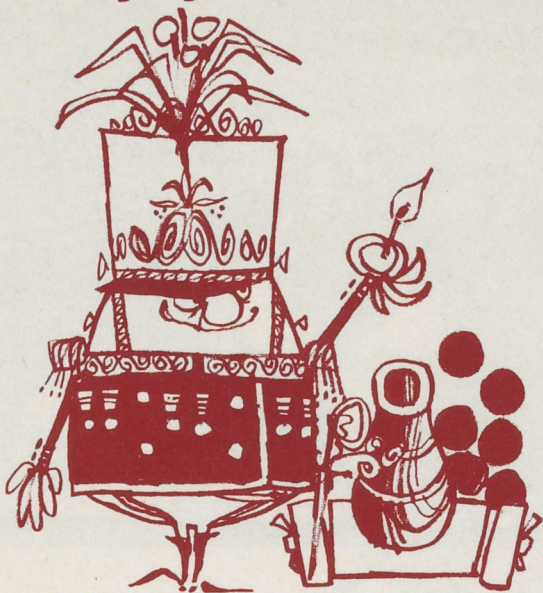
Golfland—East of Cushing Bridge

Action in the Pro-Am Tournament played on the magnificent Willow Park Golf and Country Club Course.





# Calgary's "Action Stations" Salute You!



Welcome, visitors . . . to the wonderful world of action, entertainment and information you discover daily on:



Swing your partner, Calgary-style.





## Guest Ranches

There's real western entertainment awaiting you at the many guest ranches and riding stables in the Calgary area. You can take exciting trail rides, real waker-upper breakfast rides, leisurely canters through tremendous country, or relax and watch real cowhands at work.

As suggestions, listed below are some of the low-cost, high-fun ranches and riding spots in the area.

### GUEST RANCHES AND CHILDREN'S RANCHES —

**Rafter Six** — Full guest privileges in modern accommodation. All the pleasure of a real ranch, with the Guinn's as your friendly hosts. Forty miles west of Calgary on the No. 1 Highway. Watch for the sign over the gate. For details, write Rafter Six Ranch, Seebe, Alberta. Ph. 673-3622 Exshaw.

**Diamond Cross** — Located on Trans-Canada Highway only an hour's drive from Calgary. Reasonable rates, American plan. Good horses and guides. Pleasant accommodation and food, superb mountain scenery. Riding by the hour if desired. Write hosts Al and Mary Nordlund at Seebe, Alberta. Phone 112, Exshaw.

For small fry, 6 - 16. Complete supervision, with complete ranch facilities. A perfect place for the children to enjoy a week or month at nominal cost.

**RIDING** — Happy Valley, riding, trail rides, breakfast rides, all at nominal cost. Phone 288-5322. Five miles west of the City on No. 1 Highway.

\* \* \*

Brochures, locations, rates, other details always available from the White Hatters, Hospitality Centre, Mewata Park, Calgary. Telephone 269-1677.





# ORIENTAL GARDENS RESTAURANT

7407 MACLEOD TRAIL

(No. 2 Highway South)

*Authentic Cantonese Cuisine*  
*Sizzling Steaks*

Open till 1:30 a.m.

For Takeout and Reservations phone 252-2361 or 255-7661







Animal life abounds in the National Parks of Alberta.

## Postal Rates

Visitors to Canada are reminded that Canadian Postage Stamps must be used on all mail posted in Canada.

		LETTERS	POST CARDS
Canada	Local Delivery	4¢ first ounce	4¢ each
		2¢ each additional ounce	
	Other Offices	5¢ first ounce 3¢ each additional ounce	4¢ each
United States, and all other places in North and South America		5¢ first ounce 3¢ each additional ounce	4¢ each
Great Britain, the Commonwealth, France and Spain		5¢ first ounce 3¢ each additional ounce	4¢ each 10¢ Air Mail
Other Countries		10¢ first ounce 6¢ each additional ounce	6¢ each 10¢ Air Mail

### AIR MAIL Letters and Post Cards to UNITED STATES:

8¢ for the first ounce; 6¢ for each additional ounce, or fraction of an ounce. For rates of Postage on other classes of mail, please enquire at the Local Post Office. The Postmaster will be only too pleased to assist you.

—CANADA POST OFFICE.





Pioneer Room Exhibit. Glenbow Foundation –  
Alberta Government Museum.

## Historic Sites

By HUGH A. DEMPSEY  
Glenbow Foundation

Calgary has played an important part in the colorful history of Alberta and a tribute to its past is made through various historic sites in the city. One of the most important events was the arrival of the North-West Mounted Police in 1875. They established Fort Calgary and were the founders of the original settlement. Their contribution is marked by a large stone near the original fort in east Calgary and a cairn on the grounds of the public library. The cairn can be seen at the northeast corner of 9th Avenue and 6th Street S.E.

Another cairn on the same library grounds pays tribute to R. B. Bennett, former Prime Minister of Canada. Mr. Bennett was a pioneer Calgary lawyer and had been active in politics in the old Territorial Government.

On the grounds of beautiful Heritage Park stands a building which is reputed to be the first house in Calgary. It was built of drift logs by a pioneer surveyor in 1883. This stands as a memorial to the great pioneers of the past.

Calgary is also dotted with points of historical interest such as Shaganappi point, the Eagle ridge subdivision, which was near the home of Calgary's first settler, the Blackfoot trail on Nose Creek, the Edmonton trail, Fort Macleod trail, the pioneer building at the Stampede Grounds, and many others.

In the surrounding district there are such sites as the place of Rev. George McDougall's death during a buffalo hunt; the location of Morley mission, built in 1872; Our Lady of Peace mission, built in 1873; the first





A scene from the Luxton Museum in Banff.

cheese factory built in Alberta; the first woollen mill and irrigation developments and a number of other important locations.

Some of these sites are marked by cairns while others are identified by highway road signs.

In every direction from Calgary, you will find historic sites and legends of the early west. Prominent highway story-boards indicate the location, and tell the story. As you drive along, watch for these interesting sign boards. For a souvenir of the many fascinating sites and stories, ask for your copy of *Historic Sites in Alberta*. The book is available free at any Alberta Tourist Association or Calgary Tourist & Convention Association information bureau.

The story of the west, with the raw and savage fight for existence, never fails to excite and fascinate folks with an interest in history. Out of Calgary, you'll find many places where famous Indian battles took place, massacre sites, original trading post locations, and in many cases, actual structures still standing.

The coming of the R.C.M.P. brought peace and justice to the Canadian west, but did not eliminate the many

stories of the hardy types who pioneered the country. At Stampede time, make it a point to visit Old Fort Calgary just inside the gates of the Stampede grounds. You'll find, in a special section set aside just for the pioneers, many who can still remember those days of hardship, days when a wagon trail led nowhere — only beyond.

Heritage Park has been created to keep the history of the west alive. Here, you can wander at your leisure, visiting authentic buildings of the late 1900's. Open daily during summer months.

The Alberta Government Glenbow museum, on the corner of 7 Ave. and 5 St. S.W. also displays much of the history of the Calgary area in a comprehensive and interesting manner. Open daily except Monday all year.

The Horsemen's Hall of Fame, in the Calgary Brewery grounds at 9th Ave. and 15 St. S.E., open every day of the year, provides visitors with a first hand glimpse of many events of the interesting history of the Calgary area. You will find this a delightful stop on your trip.

Alberta, and Calgary, have a colorful history. We invite you to stay a while and see some of it for yourself.





Snow dome glacier towers above the icefield chalet, midway along the Columbia Icefield highway linking Lake Louise in Banff National Park and Jasper in Jasper National Park, in the Canadian Rockies of Alberta, Canada.

Columbia Icefields.





## Hunting From Calgary

### BIG GAME

The National Parks in Alberta are game preserves. As such, they provide excellent breeding grounds for a wide range of game animals. The natural overflow from these preserves assures abundant game animals in the areas open to hunters. The following big game animals can be found within easy driving distance from Calgary.

Antelope  
Caribou (Woodland)  
Bear (Black and Grizzly)  
Deer (Mule)  
Elk  
Mountain Goat  
Big Horn Sheep  
Moose

Guides are required. For full information write to the following who as a member of Alberta Outfitters Association, will supply you with full details as to rates, seasons, etc.:

Alvin Guinn, Seebe, Alberta.

Calgary, the hub for every type of transportation, centres an area of fine

game hunting. Details of regulations are also available at any time from the Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary.

### WATERFOWL & UPLAND GAME BIRDS

On the flyway for millions of migratory waterfowl, the area around Calgary is a shooters' heaven. Several varieties of duck, and the famous Canada Goose offer ideal bird hunting in the fall season.

Prairie Chicken, Hungarian Partridge and Ring Neck Pheasants can be found in many sections of Alberta around Calgary. The crisp fall days, ideal shooting conditions and abundance of birds combine to give hunters working out of Calgary the best in this interesting sport.

Season, bag limit, license details and other information always available through the Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary, Alta.





For your greater Comfort, Convenience and Enjoyment . . .

A pool and roof garden, heated parking, drive-in registration, year round air conditioning, specialty dining room, coffee shop, Red Fox tavern and bar, children under 12 free (if occupy same room as parents), baby beds, baby sitters, kennels — situated next to city's tallest building . . . stop and enjoy Holiday Hospitality.



# Holiday Inn®

OF DOWNTOWN CALGARY

708 - 8th Avenue South West

CALGARY, ALBERTA

Holidex® and Telex 038-2337



Big game hunting — Grist Lake area.



BRING  
YOUR CAMERA



## Calgary - Canada's Colorful Convention Centre

Calgary offers convention groups unique, pleasant convention facilities the equal of many large cities. Not only several modern convention hotels and meeting premises that suit both large and small groups, but unusual facilities for business and pleasure trips make a resultful conference easy in Calgary.

The warm western hospitality that prevails at conventions in Calgary is genuine, a result of the firm determination of Calgarians to hold to the friendly traditions of the old west. Barbecue parties, old west nights, typical western entertainment, gives the social side of a convention an excitingly different touch. Easily arranged trips to the mountain playground as pre, mid or post convention breaks give a holiday from the work sessions rarely duplicated in any other city. Field trips to oil fields,

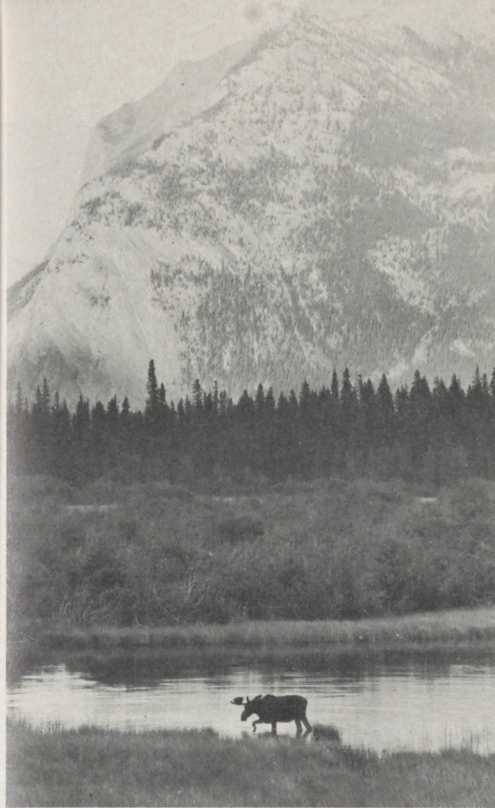
sulphur plants, ranches, master farms, hydro developments and other interests become an integral part of any convention when desired.

Daily airline flights from all parts of the world, main line railway and bus connections, superb roads for driving, all combine to make it so quick and easy to reach Calgary. The Calgary Tourist & Convention Association is always happy to provide — no charge — competent assistance in planning and staging successful conventions. Should you contemplate a convention city that has everything, take a close look at Calgary. The Calgary Tourist & Convention Association is always pleased and willing to provide full and exact details at any time. Just write them at Hospitality Centre, Mewata Park — and prepare to attend an unforgettable conference in Calgary — The Living West.

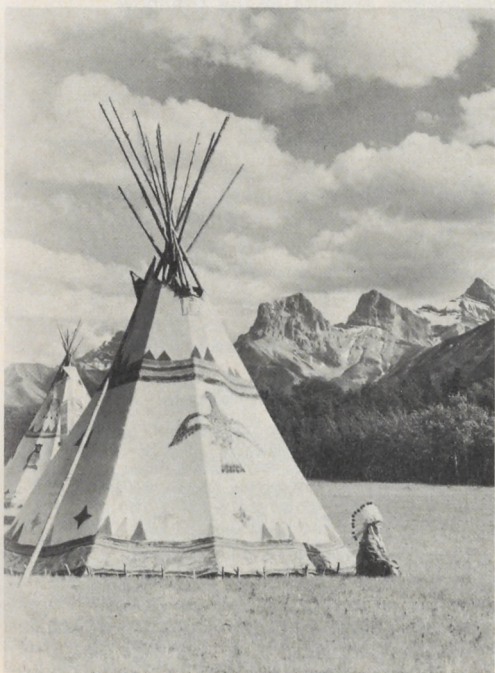
Hospitality — Calgary style







Nature sets the scene in Alberta's mountain areas.




Indian teepees west of Calgary.



## JOIN THE INN GROUP

For luxurious living while you're in Calgary - try the Calgary Inn! **Comfortable rooms, underground parking, excellent restaurants and, for your playtime pleasure, heated pool and sun deck.** You'll enjoy fine cuisine in the Owl's Nest Dining Room and nightly entertainment in the Owl's Nest Lounge. The Calgary Inn is located right in **downtown** Calgary. For reservations phone 266-1611. (Inquire about low **Family Plan** rates too).

*the Calgary Inn*

 WESTERN INTERNATIONAL HOTELS

4th Avenue & 3rd Street S.W.  
Calgary, Alberta





One of the hundreds of educational and fascinating exhibits in the Glenbow Foundation Museum at 530 - 7th Ave. S.W.

## Local Crafts

Visitors to Calgary have a wide variety of souvenirs and crafts available as lasting and practical mementos of the visit. Many of the items are available only in Calgary and are surprisingly modest in cost.

Gift shops and counters in all areas of the city carry locally crafted souvenirs. Several shops specialize in only such items. The list below will serve as a handy guide as to what is available, and any White Hatter Hospitality House will gladly advise where the various products can be found.

Indian leather work, tomahawks, spears, purses, and unique gift items covering a wide range.

Wood carvings from the simple to the magnificent.

Most unusual Dinosaur bone jewellery and gifts, as well as native gem items.

Turned pottery and ceramic wares, many one-of-a-kind.

Gaily colored plaited rugs, genuine bearskin, deer and moosehide rugs.

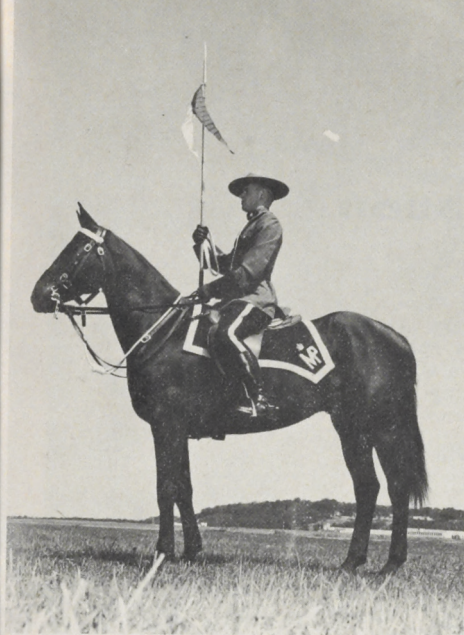
Miniature chuck-wagons, white hat ash trays, and dinosaur models.

Individual design note paper and envelopes, mounted animals and birds.

Glassware in a wealth of designs, silver jewellery, and distinctive bolo ties.

The list is too long to itemize here, but a browse around the handicraft stores and counters can be one of the most satisfying aspects of your Canadian vacation.





The Royal Canadian Mounted Police, "Mounties" are a vital part of Alberta's history and color.



## COTTAGE CRAFTS

Canadian

Eskimo

Indian

### ARTS and CRAFTS

Dinosaur Bone Jewelry

Hand Weaving

Eskimo Carvings

Eskimo Graphics

Indian Dolls

Indian Graphics

Items Too Numerous To Mention!



**Cottage Crafts**

*Include Cottage Crafts as a Must During Your Visit*  
Elbow Drive at Mayfair Shopping Centre Phone 252-3797  
CALGARY, ALBERTA

## CANADIAN · ART GALLERIES Ltd.

811 SEVENTEENTH AVENUE S.W., CALGARY

*The two Galleries display original works only – by  
renowned Canadian Artists and Sculptors*

### CUSTOM FRAMING

HOURS: 9 a.m. to 5:30 p.m. Tuesday through Saturday

Phone 244-1862



## OLD CABIN CRAFTS

517 - 8th Avenue S.W., Calgary

Phone 262-3837

### MADE IN ALBERTA GIFTS AND ORIGINAL SOUVENIRS HANDCRAFTED

HUNDREDS OF ITEMS . . .

- INDIAN CRAFT • Dinosaur Bone
- Canadian Wood Carvings
- Pottery, etc.
- Original Jewelry in Silver
- Polished Gems • Wood • Cones
- Leather • Feathers, etc.



## Transportation

Calgary, so centrally located, can provide main line connections for Airlines, railways, bus lines and highways. Within the city, transportation of every type. Calgary Transit System provides scheduled, low rate buses to every part of the city. Several nationally known U-Drive stations are conveniently located, new cars always available. Modern taxi fleets whisk you promptly and safely where you want to go.

Listed below are details on any type of transportation, to any area in or out of the city.

**Canadian Pacific Airlines** — Main line flights daily, excellent connections in all directions. Direct flights to all major Canadian cities, with connections to all foreign countries, direct flights to Mexico and Holland. Ph. 263-8300.

**Pacific Western Airlines** — Weekday flights to Edmonton, offering connections to all northern points. Ph. 276-2245.

**Air-Canada Airlines** — Main line flights daily, excellent connections in all directions. Direct flights to all major Canadian cities, with connections to all foreign countries. Direct flights to England. Ph. 264-4410.

**Mel Air Ltd.** — Direct daily flights to Regina, Swift Current, Medicine Hat, Red Deer. Ph. 276-4496.

**Western Airlines**—Daily flights direct to Los Angeles, Salt Lake City and many other major American centres. Ph. 277-0176.

**West Coast Airlines** — Daily direct flights to Spokane, Seattle and Pacific Coast cities. Ph. 277-0755.

**Charter Air Service** — Six charter firms operating out of Calgary provide a wide range of charter services, ranging from helicopter operations to air ambulance service. Consult your nearest information centre for complete details.

**Aircraft Maintenance**—Modern facilities, for those who fly their own, always available in Calgary. All particulars available at the airport terminal of McCall Field.

### RAILWAYS

**Canadian National Railway** — Daily service to Edmonton, for connection with C.N.R. mainline service. Phone 266-5817 for schedules and other details required.

**Canadian Pacific Railway** — Mainline service, as well as north and south lines to Edmonton, Lethbridge and Fort Macleod. Superb, modern trains daily to the east or through the mountains to Vancouver. Phone 266-9265 any time for schedules and rates.

### BUS SERVICES

**Greyhound Lines** — Continental service daily in super bus equipment. Through the Rockies, connections at border points to all parts of U.S., east through all of Canada or north to Edmonton in comfortable, safe buses. Phone 265-2300 for schedules, fares, etc.

**Cardinal Coach Lines** — Daily schedule connecting many rural areas. Call 266-5658.

**Calgary Gray Line** — Charter and sightseeing bus service. During summer months regular tours through the many colorful Calgary attractions. Charter bus service any time of the year. Phone 266-5658 for all details.

### CALGARY TRANSIT SYSTEM

Fast service to all parts of the city. Call 262-3931 for schedules and routes.

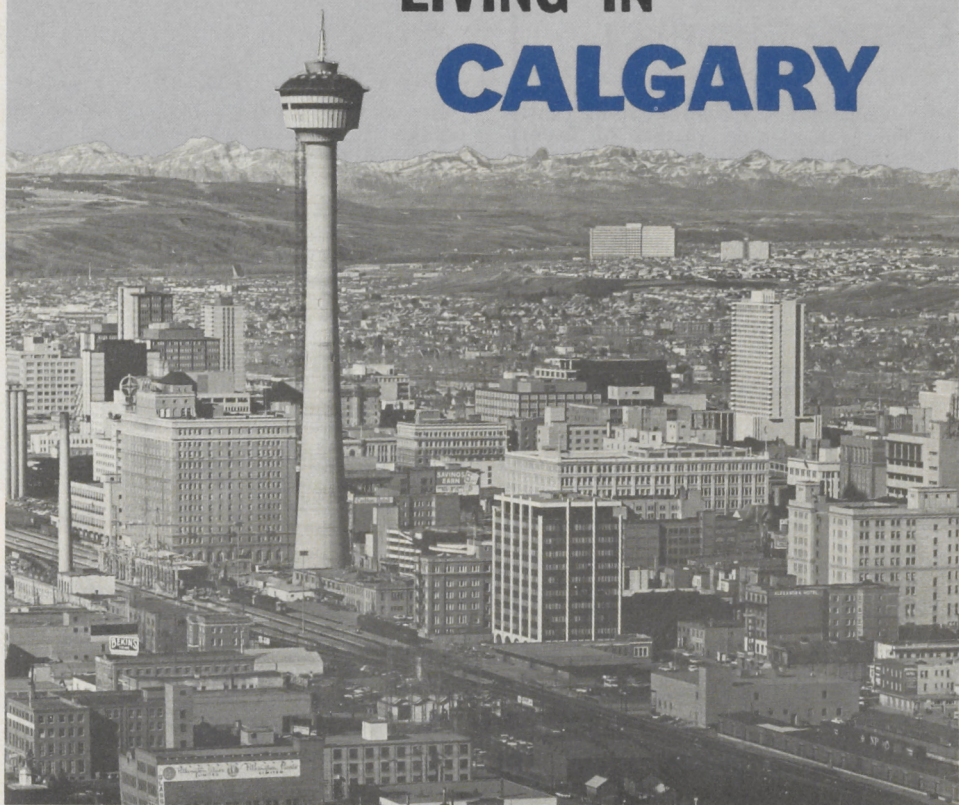


**YOU WILL**

*Love*

**LIVING IN**

**CALGARY**



Its friendly people and cosmopolitan flavor. It's a wonderful place to live, to work, to prosper. When you decide to come to stay — talk to a member of the Calgary Real Estate Board about the home you'd like in any one of our pleasant residential areas. Select your new home from the M.L.S. Album of Photo-listings.

**CALGARY REAL  
ESTATE BOARD**

622 - 5th Avenue S.W.

Telephone 263-0530



## Shopping Information

Calgary is a major shopping centre. There is a wide variety of department stores, quaint shoppes, specialty stores and shopping outlets distinctive to the background of the city.

Competition keeps prices reasonable, stocks large and varied. Visitors are welcome in any Calgary store "as you are", and full exchange is given on U.S. and other currencies. You will notice in particular that sales personnel are polite, attentive and always willing to assist browsers and buyers alike.

UNITED STATES visitors in Canada more than 48 hours may take home \$100.00 worth of merchandise for

personal or household use. Material purchased which is not convenient to carry (chinaware, woollens, etc.) are easily forwarded to your home address.

On pages 114 - 127 you will find the name, address and particulars of reputable business places. You can shop with confidence at any of those listed. Bet you find shopping in Calgary not only economical, but real fun.

**PLEASE NOTE** — Should you find any unpleasant or unscrupulous place of business in Calgary, please call the Calgary Tourist and Convention Association at once (phone 269-1677) for prompt redress on the matter.

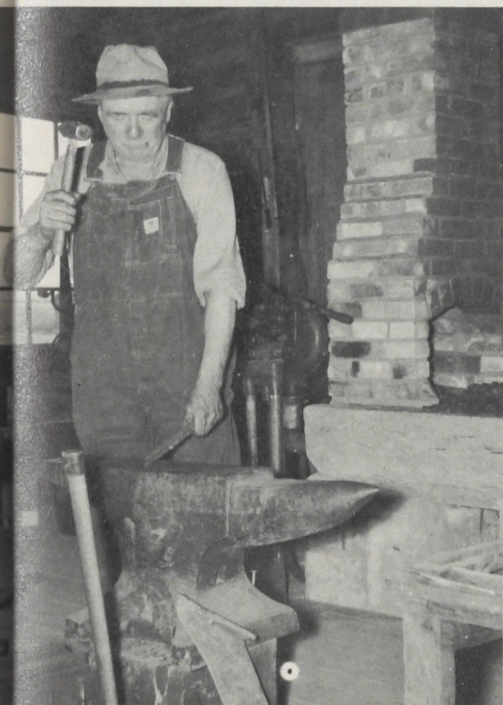
Shopping at its best is a favourite pastime for Calgary visitors.







Bird life at the Zoo.



A real village smithy in action in Calgary's unique and historic Heritage Park. A must on your visit to Calgary.



FOR THE BEST VALUES  
IN  
**FASHION FABRICS**  
AND  
**POPULAR PRICE  
LADIES WEAR**

**WEDDING GOWNS**  
**OUR SPECIALTY**  
(DOWNTOWN STORE & CHINOOK)

*3 STORES IN CALGARY*

- **SOUTH**  
Chinook Shopping Centre, 252-5074
- **DOWNTOWN**  
119 - 8th Ave. S.W., 262-7262
- **NORTH**  
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CALGARY, ALBERTA Phone 244-8144

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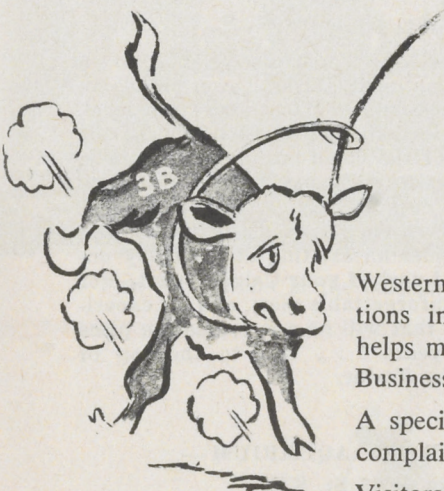
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"Everything  
for the TALL girl"

CALGARY:  
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ranch - hands\* of the  
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#404 - 630 - 8 Ave. S.W.  
269-3905





## Points of Interest

Calgary has an amazing variety of attractions to offer. Whatever your personal interest may be, odds are heavily in favor of you finding it in the colorful Cow-Town.

Don't take our word for it — see them for yourself and know why Calgary has long been a pleasant portion of every enjoyable vacation.

For complete enjoyment of the city, park your car and take a tour bus. Calgary Gray Line run four tours daily (full details in ad on opposite page). **HERE'S WHAT TO LOOK FOR IN CALGARY —**

### **CALGARY EXHIBITION & STAMPEDE GROUNDS —**

**Victoria Park—17 Ave. & 2 St. S.E.**

Home of the "Greatest Outdoor Show on Earth," the grounds of Victoria Park always have something of interest even when the big show is over. The "Corral," one of Canada's foremost sports arenas features a gallery of pictures of sporting events back to the early days. This fine display lines the walls of the entire concourse circling the main arena area. The "Big Four" building is the world's largest curling rink and multi-purpose exhibit building. "Old Fort Calgary" takes you back to days when pioneers were making the west. Horse shows, bull sales, 4-H Club activities, racing and numerous other events are staged regularly at Victoria Park. No charge except for special events.

### **READER ROCK GARDENS —**

**26 Ave. & 2 St. S.E.**

Wandering in profusion over a wide area of hillside, this is a horticultural wonderland. Over 2,000 shrubs, trees, and plants from around the world, each carefully identified, can be found. Natives of Asia and Europe, South Pacific and Orient make the park a delight to anyone with an interest in horticulture. No charge, of course.

### **CALGARY STOCKYARDS —**

**21 Ave. at 12 St. S.E.**

A focal point for livestock in the west. With daily auctions of the

finest beef, a major shipping point to all areas, the sprawling yards are a fascinating spot to anyone with an interest in livestock. Nearly 100 million dollars a year in stock passes through the Calgary Stockyards. For a most unusual pleasure, sit in on the Daily Cattle auction at 10 a.m. every weekday.

### **HUSKY TOWER —**

**9th Ave. & Centre St. S.**

The tallest structure of its kind on the continent, Husky Tower stands an impressive 4,064 feet above sea level, 626 feet above ground level. At the top of the cloud-pushing structure is an observation deck . . . with a snack bar; cocktail bar; a restaurant that revolves once an hour. Husky Tower provides an exciting and entirely unusual part of your Calgary visit. For an unforgettable view, and an experience that will be a conversation piece for years . . . ride to the top of Husky Tower.

### **BREWERY AQUARIUM —**

**9 Ave. & 15 St. S.E.**

Canada's only inland aquarium is located at the beautiful Brewery Gardens. A fascinating array of fish from around the world are displayed in typical surroundings in each glass-walled tank. Open every day of the year.





All tours leave  
from  
Greyhound Terminal  
7 Ave. & 1st St. S.W.



### TOURS

DISCOVER CALGARY BY SIGHT-SEEING BUS

For tour times, prices, and closest  
pick up point, check with your hotel or  
motel clerk or phone:

TERMINAL 262-2131

OFFICE 266-5658

**CALGARY GRAY LINE LIMITED**

129 - 1 AVE. S.W.

CALGARY, ALBERTA



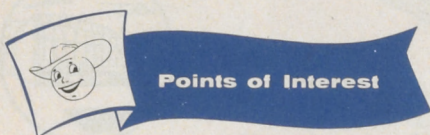
Children  
under 16  
Free if accompanied  
by parents



Fine Arts exhibit at the Museum.







### **BREWERY GARDENS & HATCHERY —**

9 Ave. at 15 Street S.E.

Acres of smooth lawns, shady walks and colorful shrubbery surround the largest trout hatchery on the continent. Meandering streams of clear spring water trickle through pool after pool, each containing fish of all sizes. A peaceful, relaxing spot visited by hundreds of thousands each year, who not only enjoy the spectacular surroundings, but the natural setting for trout of all varieties. Be sure to take your camera. Free every day of the week.

### **HERITAGE PARK —**

West of 14 St. - 82 Ave. S.W.

The true Old West is here for your pleasure. Authentic buildings of the early days in the Canadian west, each in operation just as many years ago. A Blacksmith Shop, complete to the working "Smithie"; a little Red School House, complete with outdoor "biffies"; a genuine General Store; Log Church; Carriage House, with horses in the stalls; a homesteader's Sod Shanty, complete to the last cooking utensil; an Indian Village; even a Stockaded Wall for the youngsters to play in — and so much more. Don't miss it!  
Nominal charge - Open summers only.

### **CALGARY ZOO —**

St. George's Island

Canada's largest, with over 1400 live exhibits. Educational yet easy to enjoy, the Zoo continues to grow every month. There are hundreds of most unusual exhibits. Recently received are a pair of camels, an adorable pair of baby gorillas, just to mention a couple. Visitors find so

many fascinating exhibits it's hard to know where to start. The ant-eater, "Sir Antsalot"; the baby elephant, "Gyro"; the talking myna bird, "Jackie"; the penguin twins, "Snow and Bank"; all the fun of a well-planned zoo is yours every day. Of particular interest is the kiddies' section, where special "Zooperintendents" are on hand to help youngsters meet animals their own age on a person-to-animal basis. Don't miss the Zoo, and don't fail to take your camera and lots of film.

Nominal charge — Open all year.

### **CALGARY NATURAL HISTORY PARK —**

St. George's Island

The history of time unfurls in dramatic fashion at the "Dinosaur Park". You enter under the wings of a faithful reproduction of a Pterandon, a creature that weighed only 67 pounds but had a wing-spread of 27 feet. Every creature you've read and heard about is depicted, in real life size. "Dinny", the Brontosaurus, all 120 tons of him, joins with the diminutive Dawn Horse in creating a never-never land for you and your camera. A part of the Zoo.

### **ALBERTA GOVERNMENT— GLENBOW MUSEUM —**

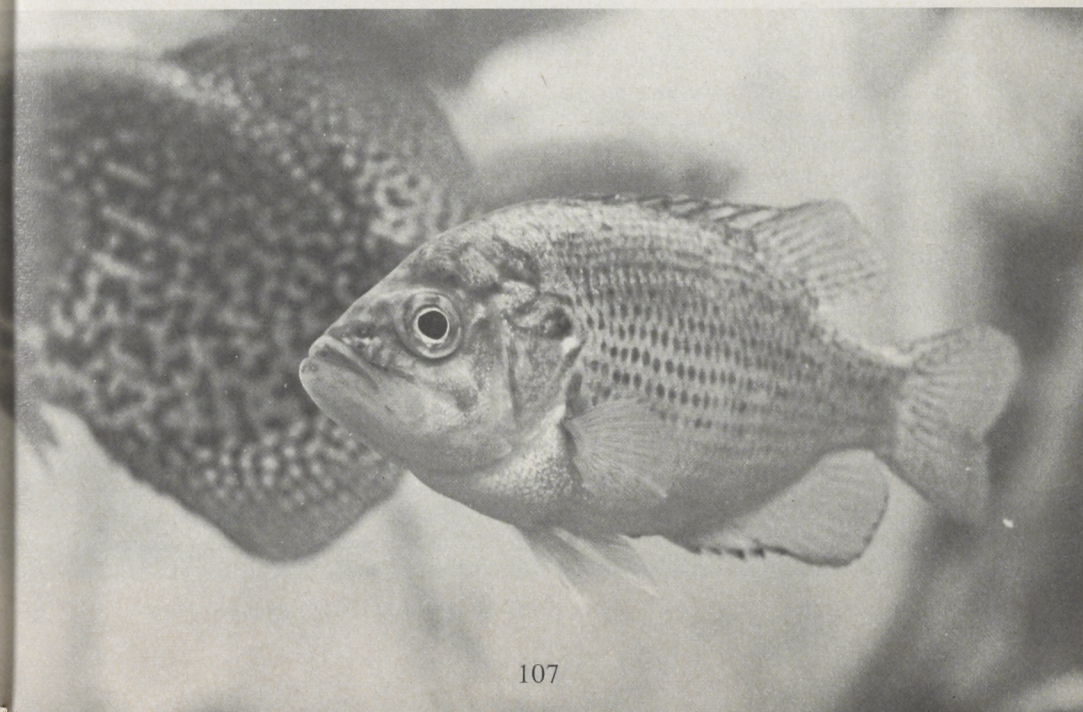
On the corner of 7th Avenue & 5th Street S.W. the Glenbow Museum can provide hours of enjoyment. Exotic carvings and ceramics from around the world; war trophies and equipment of two great wars; one of the greatest gun collections in existence; eskimo art and Indian artifacts; hundreds of other items right from the pages of history, with emphasis on the western Canadian way of life over the years. No trip to Calgary is complete without a visit to this museum. In fact, with the constant addition of new displays, repeat trips are common place. Open every day but Monday, with only a modest admission charge.





The paddlewheeler "Moyie" is a major feature at Heritage Park.

Canada's only inland aquarium — the Brewery Aquarium — is a feature attraction in colorful Calgary.







## Points of Interest

### **RILEY PARK — Between 10 & 12 Street N.W. at 5 Ave. N.W.**

Originally a portion of the homestead of one of the early settlers, Thomas Riley, this park almost insists you relax and enjoy it. Broad lawns, huge shade trees, picnic areas, wading pools and attractive floral displays make this a true beauty spot. Cricket matches played here every Saturday. No charge.

### **UNIVERSITY OF CALGARY — 26 Ave. & 26 Street N.W.**

Canada's newest University. Already, several buildings up and operating give you an intimate glimpse of the future today. Destined to become one of the largest and most complete educational institutions on the continent, U of C already offers you an opportunity to see a major university in the making. Cruise through the many driveways in the campus and see for yourself.

### **McMAHON STADIUM —**

Recently completed, the new sports stadium is not only one of the largest in Canada, but features every modern innovation. Located on the North Hill, just off Highway 1A, McMahon Stadium is located to fit in with the campus of the new University of Calgary, now under construction. See the many modern University buildings just north of the Stadium.

### **THE SOUTHERN ALBERTA JUBILEE AUDITORIUM 14 Ave. & 14 Street N.W.**

A gift to the southern portion of the province by the Alberta Government, this magnificent auditorium is

open daily for your pleasure. Guides are always available to give the details that make this one of the finest of its kind in North America. Completed at a cost of 4½ million dollars, the auditorium seats 2,760 people in acoustically perfect surroundings. Located high on a hill with a panoramic view of Calgary, you will enjoy every minute of your visit to the Jubilee Auditorium. No charge.

### **HAPPY VALLEY — No. 1 Highway West**

Here, in Canada's largest (460-acres) man-made recreation area, you can find the sort of pleasure your family likes. You have to see it to believe it. Golfing (pitch and putt, miniature and driving range), trout fishing (no catch—no cost), go-carts, barbecue areas, riding, swimming, trampolining — you name it. Full winter fun, too. A reasonable dollar per car gets you access to this fascinating fun area. Stop for your share of the pleasure available every day, all day.

### **HOSPITALITY CENTRE & 5934 LOCOMOTIVE —**

The largest steam locomotive in the Commonwealth sits proudly on display in Mewata Park. A miniature railway station in conjunction is also a year-round information centre, open for your convenience and service.

Designed before the advent of the diesels, the Selkirk type locomotives were used to pull passenger and freight trains alike over the mountains. These mammoth units were declared obsolete with the coming of the diesels. One locomotive, 5934, has been preserved for all time at Mewata Park. Bring your camera and come prepared to enjoy a close-up of one of railroading's finest creations. Don't miss this exciting exhibit. Have your picture taken at the throttle of this railroading giant. No charge anytime.



## Our Cover Story

Calgary's Natural History Park (affectionately known by Calgarians as "our Dinosaur Park") is not a casual nor yet an elaborately planned attraction. But it is now the world's only complete, authentically detailed such park.

And it all came about because of the dedication and lifetime labor of love by three men.

For the skeptics, the models used by an oil marketing firm at the New York World's Fair some of which have since been moved to Disneyland and animated, were copies taken from the models in Calgary's now famous park.

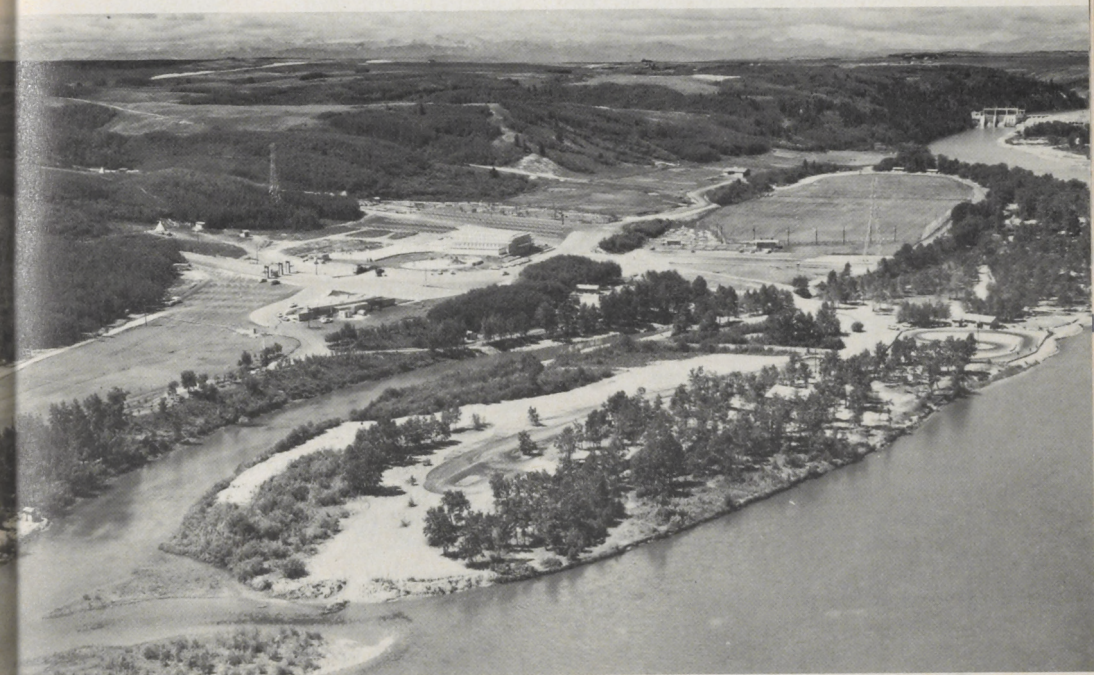
It was in the early 1930's that Calgarians Lars Willumsen and the late Dr. O. H. Patrick, dedicated members of the just-chartered Calgary Zoological Society, became interested in reproducing accurate full scale models of prehistoric creatures in the then

emerging Calgary Zoo, particularly in view of the many full skeletons and bone fragments found in the surrounding area.

John Kanerva, a native of Finland, an accomplished artist and sculptor, cheerfully joined the team and agreed to do the actual work of re-creating the many long-extinct, weird appearing creatures that roamed this very area millions of years ago.

The work was to last 30 years. Today, no fewer than 53 models, as tiny as the twenty pound dawn horse and as massive as the forty ton brontosaurus now grace the pathways and treed areas of the park. Two houses, each with its own unique display of actual skeletons and other evidence of the dawn of time, add the final touch to this fascinating park.

Photo by Bob Johnson  
Francis, Williams & Johnson



The tremendous 400 acre Happy Valley





### **BOWNESS PARK — Bowness**

Just seven miles from downtown, this is real family playground area. Canoeing, miniature golf, dancing, or just plain loafing are yours to choose. Picnic areas always available. Very small gate charge.

### **BOMBER DISPLAY —**

One of the proudest, hardest-working aircraft in World War II was the then - immense Lancaster Bomber. Long since obsolete, the "Lancy" created a legend that refuses to die. A group of Calgary citizens, led by former Air Force members with fond memories of the Lancaster, purchased one of the few remaining. Today, it sits, impressive, historical and interesting, on the grounds at Calgary International Airport. Stop for a look at this grand old warrior — and have your camera with you for a real conversation-piece photo.

### **ALLIED ARTS CENTRE — 9 Ave. at 8 Street S.W.**

The cultural centre of Southern Alberta, the Allied Arts Centre is the home of every type of arts and crafts. Exhibits held regularly of many handicrafts and arts, paintings and Indian art. No charge except for special events.

### **CENTRAL PARK —**

**South of 12 Ave. W. between  
3 & 4 Streets West**

A mass of colour, with shaded benches that invite relaxation, here is a park of peace and beauty. The Cenotaph, memorial to heroes of two Great Wars, faces 4th Street. Every inch of the park is a tribute to the fine work of the Calgary Parks Department. Stop over for a few minutes to enjoy peaceful strolls through this magnificent park.

## **RESIDENTIAL AREAS —**

Calgary offers many distinctive residential areas. Sedate, lovely Mount Royal is one of the city's older districts. As such, massive trees, immaculate lawns and corner parks add to the distinctive architecture. Mayfair, one of the newer districts, offers striking homes in attractive surroundings. Many new, medium-priced districts provide an excellent opportunity to see project developments at their best. Thorncliffe, Meadow Lark Park, Glendale Meadows, Kingsland and many others will provide a pleasant drive.

### **GLENMORE DAM — 66 Ave. & 14 St. S.W.**

Calgary's prime water source, Glenmore Dam is just coming into its own as a true beauty spot. Boating, fishing, picnicking and all the other outdoor pleasures are available. The sheer beauty of a sunset over Glenmore is worth a visit to this pleasant location.

**SPECIAL TOURS.** Often, you may want to see just how an industry operates. Maybe you've wondered how a newspaper is printed, a passenger-car tire is made, a hotel kitchen handles hundreds of meals a day.

Many special tours can be arranged to suit your group. Please remember that reasonable notice is needed, and that industry can cater to several, but not always to one or two.

Just a few special tours that can be arranged for you include the following types of business.

Distilleries; wineries; breweries; newspapers; radio stations; TV stations; bakeries; dairies; stockyards; ranches, etc.

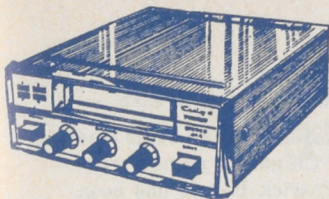
Please allow as much time as possible and the Calgary Tourist & Convention Association will do everything possible to set up the sort of interesting tour you want to have.



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**AUTO ACCESSORIES**



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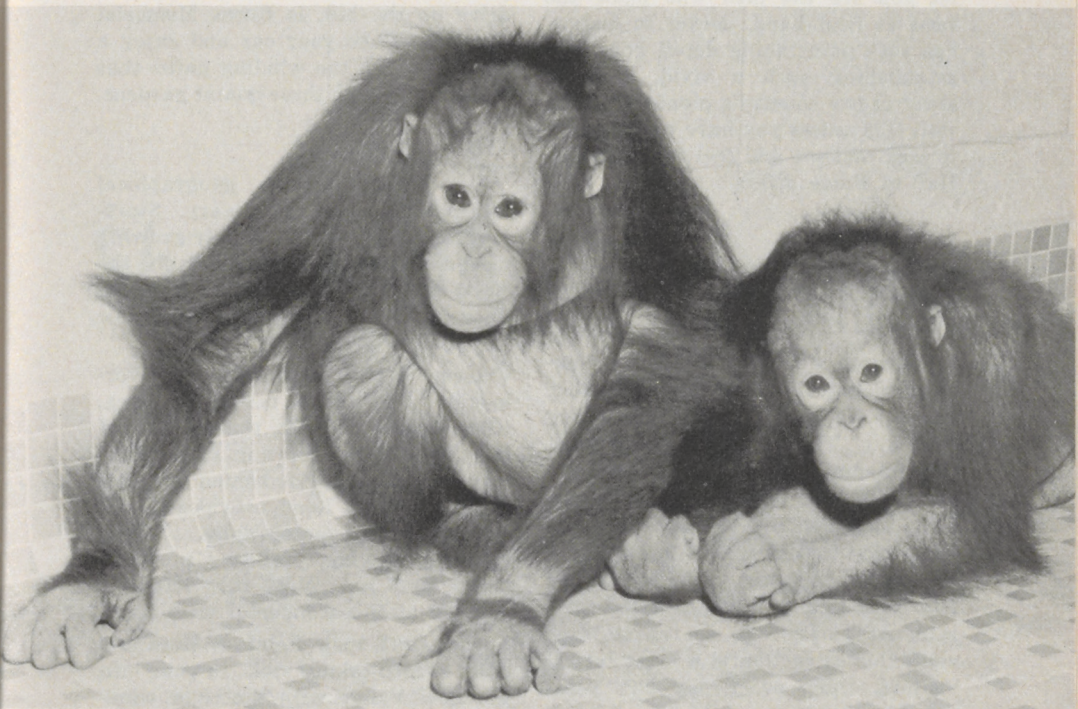
**CIGARETTES .06¢ OFF**

## **MOHAWK AUTO SQUARE**

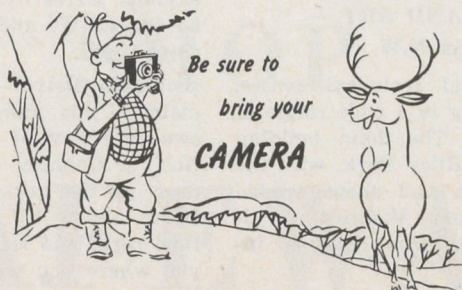
401 - 16 AVE. N.E.

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PHONE 277-0758



We'll be looking for you at the Calgary Zoo.







## Points of Interest

### **CALGARY BREWERY "HORSE-MAN HALL OF FAME" —**

**9 Ave. & 15 Street S.E.**

Never a museum quite like this one. This life-sized, full-drama exhibit will let you see the men who made the west at first hand. Never in history has such painstaking detail gone into establishing such a vivid, accurate story of our country's pioneers. Don't visit this unless you have time enough to look and see and feel the story the Hall of Fame offers.

### **CALGARY CENTENNIAL PLANETARIUM**

**6 Ave. & 11 Street S.W.**

Calgary's newest attraction, a complete planetarium dedicated to public interest and entertainment. Featuring the Sky Theatre with the latest Planetarium Projector and a 65-foot dome. A new, completely different show each month — A unique museum — An observatory with 5 telescopes — A lecture theatre with continuous film shows daily throughout the summer. As exciting to see as it is to visit, this attraction is a must for all visitors. Open every day but Tuesday from 1:30 p.m. to 10:30 p.m. with only a nominal admission charge.

### **PROVINCIAL INSTITUTE OF TECHNOLOGY AND ART —**

**16 Ave. & 9 Street N.W.**

A cultural and technical centre, providing training in a wide range of skills and arts. The main building overlooks lovely Riley Park, with the many classrooms and shops spread around the campus. Visitors are always welcome at this training institute.

### **BURNS MEMORIAL GARDENS —**

Natural sandstone, taken from the home of one of Calgary's pioneer citizens, Senator Patrick Burns, has been used to create this unusual and beautiful rock garden. Sweeping across the slopes of the Technical School grounds from 10 Street over the hill, this memorial is a mass of color and beauty all summer. To see it, simply drive north on 10 Street N.W. Just past Riley Park, on your left as you drive up the hill, is Burns Memorial Gardens. Park your car and enjoy a stroll through the winding paths that lead you through these quaint gardens.

### **VIEW POINTS —**

Few cities have a geographical location the equal of Calgary. Starting in a valley, and gradually growing up and over the surrounding hills, the city can supply some tremendous view points. A few are listed below for your interest.

**Crescent Road View Point —** Overlooking the entire downtown area, with ample parking, this is one of the finest views of any city. With many gracious homes behind the view point, Crescent Road provides a perfect spot for photography, or just pleasant viewing. Follow Centre St. North to 7 Ave. N.W. turn left, and you are at this wonderful view point.

**Spruce Cliff View Point —** Here is a truly breath-taking view, to your left, the Bow Valley with the river winding through, and the suburban towns of Montgomery and Bowness. Ahead, the sweep of homes and business areas; to the right, the downtown skyline. Drive west on 17 Ave. W. to 33 Street W. and turn onto Spruce Cliff Drive.

**Britannia Drive —** In a distinctive district, this view point provides a sweeping view of Glenmore Dam, the Golf & Country Club, with a back drop of the rockies. Follow Elbow Drive south to Britannia District, turn right and let the area itself tell you where you want to go.



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## Business Listings

### ACCOUNTING SERVICES

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Thorne, Gunn, Helliwell & Christenson	330-9 Ave. S.W.	264-1500

### ADVERTISING

Francis, Williams & Johnson Ltd.	809-8 Ave. S.W.	262-6131
Goodis, Goldberg, Soren (Alta.) Ltd.	1330-8 Street S.W.	262-6931
James Lovick Limited	1870 Elveden House	262-6161

### AIR CONDITIONING & EQUIPMENT

J. K. Campbell & Associates Limited	1411-40 Ave. S.E.	265-1526
H. F. Clarke Ltd.	5220-1A Street S.E.	255-0186

### AIRLINES & AIR CHARTER

Air Canada	134-9 Ave. S.W.	264-4410
Alitalia Airlines	830-717-7 Ave. S.W.	263-3884
Canadian Pacific Airlines Ltd.	132-9 Ave. S.W.	263-5410
Chinook Flying Service Ltd.	No. 5 Hangar, McCall Field	277-0711
Gateway Aviation Ltd.	No. 1 Hangar, McCall Field	277-8552
Pacific Western Airlines, Ltd.	McCall Field	276-2245
Western Airlines	McCall Field	277-0176

### APPLIANCE & REPAIRS

Appliance Parts & Service Co.	225-16 Ave. N.W.	277-5440
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### ARCHITECTS

J. H. Cook & Associates	802-16 Ave. S.W.	263-6515
McMillan, Long & Associates	212-7 Ave. S.W.	269-3111
W. G. Milne, Architect	500 Bradie Building	
	630-6 Ave. S.W.	264-3211
Glen W. Parsons, Architect	No. 700—237-7 Ave. S.W.	269-4640

### ART GALLERIES & STUDIOS

Gainsborough Galleries Ltd.	611-8 Ave. S.W.	269-6682
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### AUTO DEALERS (FRANCHISED)

Calgary Chinook Chrysler Dodge Dart	6320 Macleod Trail	255-8111
Calgary Motor Products Ltd.	4 Ave. & 2 St. S.W.	265-2770
(Cadillac, Buick, Pontiac, Acadian, Vauxhall and Beaumont)		
Jack Carter Limited	6711 Macleod Trail	252-8171
(Chevrolet, Oldsmobile, Corvair, Chevy II, Envoy)		
Freeman Wilson Co. Ltd.	511 Centre St. S.	269-1901
(Dodge, Chrysler, Dart, Imperial)		
General Supplies Co. Ltd.	5 Ave. & 1 Street S.W.	262-1101
(Oldsmobile, Chevrolet, Corvair, Chevelle, Chevy II)		
Halford & Valentine Ltd.	1415-1 Street S.W.	266-3623
(Austin, Volvo, MG)		
Hammill Motors Ltd.	315-16 Ave. N.E.	276-4461
(Datsun Dealer)		
Kramer Chrysler Plymouth Ltd.	2015-16 Ave. N.W.	289-8441
(Chrysler, Plymouth, Valiant)		
Maclin Motors Limited	61 Ave. & Macleod Trail	252-0101
(Ford, Falcon, Fairlane, Galaxie, Mustang, Thunderbird)		
Metro Motors Ltd.	5 Ave. & Centre St. S.	263-4530
(Ford, Falcon, Galaxie, Fairlane, Mustang, Thunderbird)		



## Listings

F. Pados Co. Ltd.  
(Volvo, Triumph, Rover, Landrover,  
Porsche)  
Shaw Motors  
(All G.M.C. Trucks)  
Stampede Pontiac Buick Ltd.  
(Pontiac, Buick, Acadian, Vauxhall)  
Universal Sales & Service Ltd.  
(Lincoln, Mercury, Meteor, Comet, Ford,  
Falcon)

### AUTO PARTS & SUPPLIES

Clarke's Auto Parts  
Davies Electric Co. Ltd.

### AUTO RENTALS

Abel Rent-A-Car  
Avis Rent-A-Car  
Budget Rent-A-Car  
Hertz Rent-A-Car  
Tilden Rent-A-Car Service

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City Bakery (Calgary) Ltd.  
National System of Baking Ltd.  
National System of Baking Ltd.  
National System of Baking Ltd.  
Wooden Shoe Bakery Ltd.

### BANKS

Bank of Montreal  
Bank of Nova Scotia  
Canadian Imperial Bank of Commerce  
Royal Bank of Canada  
Toronto-Dominion Bank

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Evelyn DeMille Books Ltd.

### BREWERIES

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Molson's Western Breweries

### CAMP GROUNDS

Bow Bend Trailer Park  
Happy Valley Tent & Trailer Park

### CANDY SHOPS

Olivier's Candies

### CAR WASHING

City Centre Car Wash Ltd.  
Kwik Kar Wash

### CATERERS & RENTALS

Beavers Restaurants Ltd.  
Calgary Caterers Ltd.  
Drisdale's Industrial Caterers

7004 Macleod Trail S. 255-8101

4620 Blackfoot Trail S.E. 243-4201

1449-17 Ave. S.W. 244-8921

5 Ave. & 1 Street S.W. 266-5611

12 Ave. & Centre St. S. 262-9777

1111-8 Street S.W. 244-2161

435-4 Ave. S.W. 266-8676

240-6 Ave. S.W. 269-6166

407 Centre St. S. 263-0505

113-7 Ave. S.E. 263-8400

6 Ave. & Centre St. S. 263-6386

906-1 Ave. N.E. 266-2279

1604 Centre Street N 277-1683

220b-7 Ave. S.W. 262-9969

724-17 Ave. S.W. 262-6485

819a-49 Ave. S.W. 243-4554

8 Ave. & 1 Street W. 266-8701

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309-8 Ave. S.W. 266-7251

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114-116-8 Ave. S.W. 262-7011

1440A-17 Ave. S.W. 244-5610

3825 Bow Trail S.W. 249-2476

806-1 Street S.W. 263-2215

616-3 Street S.W. 263-2676

9 Ave. & 15 Street S.E. 264-1892

218-11 Ave. S.W. 263-4740

5227-13 Ave. N.W. 288-2161

Trans-Canada Highway West 288-5811

1005A-1 Street S.W. 262-2945

112-4 Ave. S.W. 262-3868

718-17 Ave. S.W. 263-4017

328-17 Ave. S.E. 266-5182

2417-4 Street S.W. 266-6288

6040 Centre Street South 255-1116



## Listings

### CHEMICAL COMPANIES

Allied Chemical Services Ltd.  
Oliver Industrial Supply Co. Ltd.

5507-1 Street S.E. 255-0131  
803-46 Ave. S.E. 243-5551

### CHINA & GIFT SHOPS

Cavalier China & Gift Shop Ltd.  
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The Whistling Oyster Gift Shop

Calgary Shopping Ctr. N.W. 289-5757  
Chinook Centre South 252-5969  
Westbrook Centre S.W. 249-8800  
107 Malibou Road 252-3797  
524-17 Ave. S.W. 264-2822  
517-8 Ave. S.W. 262-3837  
3820 Bow Trail S.W. 249-2646

### CHURCHES

Alliance Church  
Beth Israel Synagogue  
Cathedral Church of the Redeemer  
Central United Church  
Church of Jesus Christ of Latter-Day Saints  
First Baptist Church  
First Church of Christian Science  
First Church of the Nazarene  
Grace Presbyterian Church  
Jehovah's Witnesses Kingdom Hall  
Mount Calvary Lutheran Church  
Pentecostal Tabernacle  
Salvation Army Citadel  
St. Mary's Cathedral  
Seventh-Day Adventists  
Ukrainian Greek Orthodox

17 Ave. & 1 Street S.W. 262-4386  
1325 Glenmore Trail S.W. 255-8688  
218-7 Avenue S.E. 266-4895  
7 Ave. & 1 Street S.W. 269-3701  
  
2021-17 Ave. S.W. 244-7674  
4 Street & 14 Ave. S.W. 263-5911  
14 Ave. & 6 Street S.W. 266-3787  
126-14 Ave. S.W. 262-1419  
15 Ave. & 9 Street S.W. 244-1258  
1814-15 Street S.W. 244-8812  
405-4 Ave. S.W. 266-1234  
928-8 Ave. S.W. 262-7611  
704-1 Street S.E. 262-1754  
18 Ave. & 1 Street S.W. 262-7966  
1920-13 Ave. N.W. 289-0196  
400 Meredith Road 262-9609

### COCKTAIL BARS

Astral Lounge  
  
Barney's Lounge  
  
The Big Top Lounge  
  
Black Knight Lounge  
  
Calypso Lounge  
  
Cara Operations Ltd.  
Casa Lounge  
  
Circle Inn  
  
Gay 90's Lounge  
  
Guv'nor's Lounge  
  
Husky Tower Lounge  
The Iron Gate  
  
Ivory Room  
  
Lamplighter Lounge  
  
Owl's Nest Lounge

Airliner Inn,  
4804-4 Street N.E. 276-3391  
Stampeders Motor Hotel  
3828 Macleod Trail 243-6611  
Palliser Hotel,  
9 Ave. & 1 Street West 266-8621  
Wales Hotel,  
709-2 Street S.W. 263-3648  
Beacon Hotel,  
16 Ave. & Centre St. N. 277-4124  
Airport Terminal Bldg. 277-4807  
Summit Hotel,  
4 Ave. & 1 Street S.W. 262-7091  
Circle Inn Motor Hotel,  
2373 Banff Trail N.W. 282-6474  
Imperial Crossroads Inn  
2120-16 Ave. N.E. 277-4548  
Guv'nor's Grill,  
615-2 Street S.W. 269-7890  
Centre Street & 9 Ave. S.W.  
Holiday Inn,  
8 Ave. & 6 Street S.W. 263-7600  
Imperial Palace,  
506-4 Ave. S.W. 269-4808  
Carolina Restaurant,  
Chinook Centre 255-4757  
Calgary Inn,  
4 Ave. & 3 Street S.W. 266-1611



## Listings

The Paddock Royal Hawaiian Lounge	Elbow Lodge, 1851 Park Rd. Beachcomber Polynesian Restaurant	269-6771
Royal Scot Lounge	609-7 Ave. S.W.	264-1000
St. Louis Lounge	The Highlander Motor Hotel, 16 Ave. & 17 St. N.W.	289-1965
Sinbad Lounge	St. Louis Hotel, 8 Ave. & 4 St. S.E.	262-6341
Toby Jug Lounge Winners Circle	Trade Winds Motor Hotel, 66 Ave. & Macleod Trail	252-2211
	Royal Hotel, 708-2 St. S.W.	262-4326
	Westgate Motor Hotel, 1111-33 St. S.W.	249-3181
<b>COIN DEALERS</b>		
Albern Coins	1224-9 Ave. S.E.	265-5308
<b>COLD STORAGE</b>		
Home Provisioners Ltd.	348-11 Ave. S.W.	266-1028
<b>CONCRETE SUPPLIERS</b>		
Con-Force Products Ltd.	17 St. & St. Monica Ave. S.E.	265-6550
Consolidated Concrete Limited	9 Ave. & 23 Street S.E.	265-8880
Procter Concrete Products Ltd.	3620-15 Street S.E.	265-4493
Southside Concrete Mix Ltd.	808-46 Ave. S.E.	243-2531
<b>CONTRACTORS ELECTRICAL</b>		
Electrical Contracting & Machinery Co.	1835-10 Ave. S.W.	244-0771
Hume & Rumble Limited	7040 Farrell Road S.E.	252-3386
Hutchison & Jackson Electrical Enterprises	1213-14 Street S.W.	244-3365
<b>CONTRACTORS &amp; HOUSEBUILDERS</b>		
Apex Seed & Feed Plant Construction	1835-10 Ave. S.W.	244-6544
Bennett & White Ltd.	1609-14 Street S.W.	244-9711
Brunel Commercial Interiors Ltd.	5510-4 Street S.E.	255-4433
William Clark Holdings Ltd.	3915-2 Street N.E.	277-7561
Cunningham & Associates Construction Ltd.	6012 Centre Street S.	255-0344
Sam Hashman Management Ltd.	1145-17 Ave. S.W.	244-5571
Himmelman Construction Ltd.	514B-25 Ave. S.W.	266-5940
Hurst Construction Co. Ltd.	3637 Manchester Road	243-6874
Larwill Construction Co.	111 Third Street S.W.	266-6166
Milner & Thomson Construction Ltd.	7032 Farrell Road S.E.	252-3844
Pioneer Paving Ltd.	816-46 Ave. S.E.	243-2250
Art Sullivan & Co. Ltd.	12551 Elbow Dr. S.W.	252-4491
<b>DAIRIES</b>		
Alpha Milk	704-11 Ave. S.W.	262-5426
Model Dairies	308-17 Ave. S.W.	263-7444
Palm Dairies Ltd.	1104-8 Street S.W.	269-4991
Union Milk Co. Ltd.	5 Ave. & 1 Street S.E.	262-4686
<b>DENTISTS</b>		
Dr. M. J. Albinati	4020-17 Ave. S.W.	249-0022
<b>DEPARTMENT STORES</b>		
The Bay	8 Ave. & 1 Street S.W.	262-0345
Calgary Co-op Ass'n. Ltd.	8818 Macleod Trail	252-3371
Eaton's	8 Ave. & 3 Street S.W.	266-0234
Simpsons-Sears	North Hill Centre	289-7777
	Southridge Shopping Centre	252-7711
Woodward's Department Store	Chinook Centre South	255-6121



## Listings

### DINING

Airport Restaurant	McCall Field	277-4436
Andy's Circle Inn	2373 Crowchild Trail N.W.	282-6474
Barney's Georgian Terrace	Stampeder Hotel	
	3828 Macleod Trail	262-3311
Barney's Shield Room	Wales Hotel,	
	709-2 Street S.W.	262-3311
Beachcomber Polynesian Restaurant	609-7 Ave. S.W.	264-1000
Bennett's Restaurants	2 St. & 8 Ave. S.W.	263-2848
	136-9 Ave. S.W.	266-2106
	1809-4 Street S.W.	269-2675
Black Angus Room	Highlander Motor Hotel,	
	16 Ave. & 17 Street N.W.	289-1965
Captain's Table	Trade Winds Motor Hotel,	
	6606 Macleod Trail S.	252-2211
Caribbean Room	Beacon Hotel,	
	16 Ave. & Centre Street N.	277-4124
Carolina Patio	Lower Mall, Chinook Centre	255-1336
Carolina Patio	Westbrook Mall	249-1046
Carolina Restaurant	619 Centre Street South	264-0111
Carolina Terrace	Mezz. Floor, Chinook Centre	252-4920
Chicken-On-The-Way	1443 Kensington Road	283-5545
Coach Room	Westgate Motor Hotel,	
	1111-33 Street S.W.	249-3181
Crossroads Restaurant	Imperial Crossroads Inn,	
	2120-16 Ave. N.E.	277-0161
Dante's Restaurant	201-4 Street N.E.	263-3588
Dinny's Restaurant	Trans-Canada Hwy.	
	Brooks, Alberta	362-3533
River Room	Elbow Lodge Motor Hotel	
	1851 Park Road	269-6771
Fireside Dining Lounge	Carolina Restaurant,	
	Chinook Centre	255-4757
Gasthaus Dining Lounge	2417-4 Street S.W.	266-6288
Ging's Empress Grill & Lounge	Empress Hotel,	
	217-6 Ave. S.W.	262-5328
Globe Dining Lounge	Airliner Inn,	
	4804 -4 Str. N.E.	276-3391
Golden Spur Dining	New Noble Motor Hotel,	
	119-12 Ave. S.W.	263-5800
Guv'nor's Grill	615-2 Street S.W.	269-7890
Harry's Cafe	5001 Macleod Trail	243-1480
Husky Tower Restaurant	Centre Street & 9 Ave. S.W.	266-7171
Hy's Steak House	312-4 Ave. S.W.	263-2222
Imperial Palace Ltd.	506-4 Ave. S.W.	269-4808
Iron Gate	Holiday Inn,	
	8 Ave. & 6 Street S.W.	263-7600
Jade Palace Restaurant	302 Centre St. S.	262-9219
King of Fish Seafood Restaurant	224-8 Ave. S.E.	269-3474
Oriental Gardens Restaurant	7407 Macleod Trail South	252-2361
Patio Dining Lounge	Airport Terminal Building	277-4436
Phil's Restaurant & Pancake House	2312-16 Ave. N.W.	289-6666
Rimrock Room	Palliser Hotel,	
	9 Ave. & 1 Street S.W.	266-8621
Royal Dining Room & Coffee Shop	Royal Hotel,	
	708-2 Street S.W.	262-4326
Smitty's Original Pancake House	6131 Macleod Trail	255-5808
St. Louis Dining Lounge	St. Louis Hotel,	
	8 Ave. & 4 Street S.E.	262-6341



## Listings

Top of the Summit

Village Inn Restaurant

### DINING-DRIVE INS & TAKE OUT

A & W Drive In

A & W Drive In

A & W Drive In

A & W Drive In

A & W Drive In

A & W Drive In

A & W Drive In

Barney's Chicken

Barney's Chicken

Barney's Chicken

Barney's Chicken

Barney's Chicken

Barney's Chicken

Barney's Chicken

Chicken-On-The-Way

Chicken-On-The-Way

Chicken-On-The-Way

Dog N Suds Drive-In Ltd.

Dog N Suds Drive-In Ltd.

### DISTILLERS

Alberta Distillers Ltd.

Gooderham & Worts Limited

McGuinness Distillers Limited

### DRUGS

Cliff Irwin Drugs Ltd.

Douglass Drugs

Kensington Drug Ltd.

Marshall Drugs Ltd.

McDermid Drug Co. Ltd.

Penley Drugs (Chinook) Ltd.

Super S Drugs Ltd.

### DRY CLEANING & LAUNDRY

Dollar Cleaners Limited

Palmer's Ltd.

Premier Laundry & Dry Cleaning

Rosedale Cleaners (1963) Limited

### ELECTRICIANS

Eades Electric Limited

Warrack Electric Ltd.

### ENGINEERING SERVICES

E. H. Davis & Associates Ltd.

T. Lamb, McManus & Associates

Stearns-Roger Canada Ltd.

### FERTILIZERS, FEED &

### POULTRY SUPPLIES

Love Feeds Ltd.

Western Co-operative Fertilizers Ltd.

Sheraton-Summit Hotel,

4 Ave. & 1 Street S.W.

2231 Banff Highway

262-7091

289-9800

No. 1, 2120 Kensington Road

264-1330

No. 2, 7118 Macleod Trail

264-1330

No. 3, 2510 Centre Street N.

264-1330

No. 4, 3916-17 Ave. S.W.

264-1330

No. 5, 3120-17 Ave. S.E.

264-1330

No. 6, 2407-4 Street S.W.

264-1330

No. 7, 1320-14 Street S.W.

264-1330

1240-17 Ave. S.W.

244-9666

832-16 Ave. N.W.

289-8200

336-9 Ave. N.E.

263-1951

907-82 Ave. S.W.

255-7840

709-2 Street S.W.

263-3648

3828 Macleod Trail

243-6611

905-37 Street S.W.

242-2393

1820 Uxbridge Drive N.W.

289-1234

1443 Kensington Rd.

283-5545

6511 Elbow Drive

255-5292

1811-4 Street S.W.

266-6678

No. 1, 3916 Macleod Trail

243-0650

No. 2, 624-16 Ave. N.W.

284-1862

34 Ave. & 14 Street S.E.

265-2541

1954-13 Street S.W.

244-1859

2712-18 Street N.W.

718-16 Ave. N.W.

289-5561

No. 1, 16 Ave. & Centre St. N.

277-2717

No. 2, 16 Ave. & 3 St. N.E.

277-2755

2440 Kensington Road

283-2911

5011 Macleod Trail

243-7796

1233-9 Ave. S.E.

265-5766

Chinook Mall South

252-2310

8407 Elbow Drive

255-6848

Chinook Shopping Centre

255-7731

1414-12 Ave. S.W.

244-5556

No. 1, 1114-17 Avenue S.W.

244-0711

No. 2, 717-4 Street S.W.

262-2678

No. 3, 1410a-4 Street S.W.

263-6055

2711-14 Street S.W.

244-1111

902-4 Ave. S.W.

266-8811

16 Ave. & 4 Street N.W.

277-0777

5711-6 Street S.E.

252-0196

818-16 Avenue N.W.

289-9201

404, 600-6 Ave. S.W.

262-1312

304-4 Ave. S.E.

264-4455

7127 Fairmount Drive

255-0111

2808-58 Ave. S.E.

272-1136

11111 Barlow Trail S.E.

279-4421



## Listings

### FILM COMPANIES & THEATRE SUPPLIES

Canawest-Master Films	815-17 Ave. S.W.	245-2266
Canfilm Screen Service Ltd.	2312-4 Street S.W.	264-4660
Sharp's Theatre Supplies Ltd.	104-4 Street S.W.	262-4076

### FLORISTS

Art Bealing Flowers	2319-4 Street S.W.	263-5840
Campbell Floral Ltd.	321-7 Ave. S.W.	263-8420
Floralia Designers	2833-14 Street S.W.	244-8144
Terrill's Flowers Ltd.	809-1 Street S.W.	266-6061
Terrill's Flowers Ltd.	Calgary Inn Store	
	4 Ave. & 3 Street S.W.	262-6852
Whitburn's Ltd.	9 Ave. & 1 St. S.W.	266-4420
Whitburn's Ltd. (Greenhouse)	715 Rideau Road	243-3446
White's Flowers	712-16 Ave. N.W.	289-5551

### FUNERAL HOMES

Jacques Funeral Home	240-17 Ave. S.W.	263-6440
Leyden's Funeral Home	18 Ave. & 2 Street S.W.	262-9101
McInnis & Holloway	1503-4 Street S.W.	262-3030

### FUR STORES

Swears & Wells (Montreal) Ltd.	222-8 Ave. S.W.	263-2850
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### FURNITURE & APPLIANCES

Frys' Lampland Ltd.	124-16 Ave. N.E.	277-1941
House of Modern	802-16 Ave. S.W.	263-6633

### GARDEN & MARINE EQUIPMENT

Arn's Equipment Ltd.	340-16 Ave. N.W.	277-4335
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### GLASS & MIRRORS

Canadian Pittsburgh Industries Ltd.	504-10 Ave. S.W.	263-0460
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### GLASS WORK (CUSTOM)

Continental Glass Manufacturing Co.	215-35 Ave. N.E.	277-9068
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### GUEST RANCHES

Diamond Cross	Seebe, Alberta	673-3553
Rafter Six	Seebe, Alberta	673-3622

### HARDWARE STORES

G. L. Chesney Hardware	102-16 Ave. N.W.	277-7577
Manchester Hardware Ltd.	5518 Macleod Trail	255-5531

### HOTELS

Airliner Inn	4804-4 Street N.E.	276-3391
Alexandra Hotel	224-9 Ave. S.E.	262-4671
Beacon Hotel	Centre St. & 16 Ave. N.	277-7531
Bowness Hotel	6404 Bowness Road N.W.	288-4421
Calgary Inn	4 Ave. & 3 Street W.	266-1611
Empress Hotel	219-6 Ave. S.W.	262-1141
Holiday Inn	8 Ave. & 6 Street S.W.	263-7600
Homestead Hotel	Banff, Alberta	762-2151
Palliser Hotel	1 Street & 9 Ave. S.W.	266-8621
Queen's Hotel	2 Street & 8 Ave. S.E.	262-6887
Royal Hotel	2 Street & 8 Ave. S.W.	262-9595
St. Louis Hotel	8 Ave. & 4 Street S.E.	262-6341
Shamrock Hotel	2101-11 Street S.E.	265-5446
Sheraton-Summit Hotel	1 Street & 4 Ave. S.W.	262-7091
Voyager Inn	Banff, Alberta	762-3301



## Listings

Wales Hotel	709-2 Street S.W.	266-1031
York Hotel	636 Centre Street South	262-5585
<b>IMPORTERS &amp; EXPORTERS</b>		
Mitsubishi Canada Limited	210 Roxborough Road S.W.	243-0016
<b>INSURANCE BROKERS</b>		
Marsh & McLennan Limited	4th Flr., 140-6 Ave. S.W.	269-2551
<b>JEWELLERY</b>		
J. Vair Anderson Ltd.	230-8 Ave. S.W.	266-3949
Henry Birks & Sons Ltd.	314-8 Ave. S.W.	262-9515
<b>LADIES' WEAR</b>		
Dayton's Fashions Ltd.	310-8 Ave. S.W.	269-2516
Parisian	106-8 Ave. S.E.	262-6187
Silk-O-Lina Ltd.	119-8 Ave. S.W.	262-7262
	Chinook Centre	252-5074
	North Hill Centre	289-3909
	239-8 Ave. S.W.	263-1486
Tall Girl Shop Ltd.		
<b>LADIES' WEAR (IMPORTED)</b>		
Ted McGregor	818-1 Street S.W.	262-5327
<b>LAPIDARY</b>		
Green's Rock & Lapidary Ltd.	916 Centre St. N.	269-3070
<b>LAWYERS</b>		
Scott, Gregg, Scott, Anglin & Spackman	300, Leeson-Lineham Bldg.	266-3086
<b>LINEN</b>		
Canadian Linen Supply Co. Ltd.	730-2 Ave. S.W.	263-8600
<b>LIVESTOCK DEALERS</b>		
Alberta Stockyards Co. Ltd.	Alberta Stockyards Bldg.	265-5353
Parslow & Denoon	Alberta Stockyards Bldg.	265-6660
<b>LUMBER &amp; WOODWORKING</b>		
Beaver Lumber Co. Ltd.	11 Ave. & 11 Street S.W.	244-2166
Davidson Enman Lumber Ltd.	42 Ave. & 4 Street S.E.	243-2566
Farmers' Lumber & Supply Co. Ltd.	1606-9 Ave. S.E.	265-5567
Gienow Sash & Door Co. Ltd.	336-35 Ave. N.E.	276-1171
Gunther's Building Supplies Ltd.	2102-10 Ave. S.W.	244-0726
Mel's Lumber & Building Supplies Ltd.	3515 Edmonton Trail	276-4411
Revelstoke Building Materials Limited	3005 Portland Street S.E.	265-5651
<b>MANUFACTURING</b>		
Atco Industries Ltd.	1243-48 Ave. N.E.	276-1101
Continental Can Company of Canada Ltd.	4611 Edmonton Trail	277-7551
<b>MEAT MARKETS</b>		
Bon Ton Market	701 Centre St. S.	266-4571
<b>MEN'S WEAR</b>		
David L. Abel (Clothiers) Ltd.	137-8 Ave. S.W.	262-9939
Jack Forman's Hat & Shirt Shop	327A-7 Ave. S.W.	269-1220
Don Forster Men's Wear Ltd.	335-7 Ave. S.W.	264-3440
O'Connor & Bourque Ltd.	210-7 Ave. S.W.	269-1663
<b>MOTELS &amp; MOTOR HOTELS</b>		
Ambassador Motel	802-16 Ave. N.E.	276-2271
Amylorne Motel	12108 Macleod Trail	255-1498



# Listings

Anchor Motel	1816-24 Street N.W.	289-6606
Armstrong Motel	2359 Crowchild Trail N.W.	289-4451
Calgary North Travelodge	2304-16 Ave. N.W.	289-0211
Capri Motel	2369 Crowchild Trail N.W.	289-5571
Cascade Motel	2363 Crowchild Trail N.W.	289-2581
Circle Inn Motel	2373 Crowchild Trail N.W.	289-0295
Continental Motel	4637 Macleod Trail	243-7791
Elbow Lodge Motor Hotel	19 Ave. & 2 St. S.E.	269-6771
Flamingo Motor Hotel	7505 Macleod Trail	252-4401
Gammon's Motel	Banff, Alberta	762-2151
Graddell Motel	4645 Crowchild Trail N.W.	289-1111
Green Gardens Motel	3211-17 Ave. S.E.	272-3317
Highlander Motor Hotel	17 Street & 16 Ave. N.W.	289-1961
Holiday Motor Hotel	4540-16 Ave. N.W.	
Imperial Crossroad Inn	2120-16 Ave. N.E.	277-0161
Meadow Motel	7012 Macleod Trail	255-7101
Mt. Eisenhower Motel	2227 Crowchild Trail N.W.	289-6626
Noble Motor Hotel (1966) Ltd.	119-12 Ave. S.W.	263-5800
Parkview Motel	2334 Macleod Trail S.E.	262-3556
Ranger Motor Hotel	2107-16 Ave. N.W.	289-8788
Round-Up Motel	1904-24 Street N.W.	289-9211
Royal Wayne Motel	2416-16 Ave. N.W.	289-6651
Scratch's Bungalows	Banff, Alberta	762-3544
Stampeder Motor Hotel	3828 Macleod Trail	243-5531
Star Motel	2010-24 Street N.W.	289-3733
Sunset Motel	2112-24 Street N.W.	289-4401
Trade Winds Motor Hotel	66 Ave. & Macleod Trail	252-2211
Trans Canada Motel	No. 1 Highway East	277-8133
West Valley Motel	Trans-Canada Highway West	288-4436
Westgate Motor Hotel	1111-33 Street S.W.	249-3181
<b>MOTORCYCLES</b>		
Kane's Motorcycle Shop	119-17 Ave. S.W.	269-8577
<b>MOVING &amp; TRUCKING</b>		
Canadian Freightways Ltd.	411 Meredith Road	269-3711
Crone Bros. Ltd.	831-48 Ave. S.E.	243-4613
MacCosham Van Lines Ltd.	215-10 Ave. S.W.	266-8881
Madison Storage & Cartage Co. Ltd.	232-40 Ave. N.E.	277-8586
Security Storage	4344 Macleod Trail	243-4681
H. M. Trimble & Sons Ltd.	1510-40 Ave. S.E.	265-5621
<b>MUSIC—BACKGROUND SYSTEMS</b>		
Development Facilities (International) Ltd.	621-4 Ave. S.W.	262-7766
<b>MUSIC SERVICES</b>		
Southern Music Ltd.	1025-11 Ave. S.W.	244-7292
<b>MUSIC STORES</b>		
Frank's Custom Stereo & Sound	1102-8 Ave. S.W.	266-5888
Glenn's Music Limited	226-7 Ave. S.W.	269-8532
<b>NEWSPAPERS</b>		
The Calgary Herald	7 Ave. & 1 Street W.	262-7711
North Hill News	310-16 Ave. N.W.	277-8474
South Side Mirror	800-10 Ave. S.W.	264-5068
<b>OIL COMPANIES</b>		
British American Oil Co. Ltd.	707-7 Ave. S.W.	268-1110
Central-Del Rio Oils Limited	3rd Floor Fina Building	
	736-8 Ave. S.W.	263-7660



## Listings

Dome Petroleum Ltd.	706-7 Ave. S.W.	269-4951
Golden Eagle Oil & Gas Limited	1450 Elveden House	263-8790
Goliad Oil & Gas Company	301-320-7 Ave. S.W.	266-6031
Guyer Oil Company Ltd.	1570 Elveden House	263-8640
Home Oil Co. Ltd.	304-6 Ave. S.W.	266-7041
Imperial Oil Limited	500-6 Ave. S.W.	267-1110
Jefferson Lake Petrochemicals	1000 Calgary House	262-2741
Mobil Oil Canada Ltd.	610-8 Ave. S.W.	266-7221
Shell Canada Limited	Marketing Office	
	2923-17 Street S.E.	265-6773
Sun Oil Company	805-8 Ave. S.W.	266-7341
Texaco Canada Limited	600-6 Ave. S.W.	263-7530
Union Oil Company of Canada Ltd.	709-8 Ave. S.W.	264-6565
Western Decalta Petroleum Ltd.	8th Flr. 630-6 Ave. S.W.	269-5551
<b>OIL PUBLICATIONS</b>		
C. O. Nickle Publications Co. Ltd.	330-9 Ave. S.W.	269-3161
<b>OIL WELL DRILLERS &amp; SERVICES</b>		
Cascade Drilling Co. Ltd.	5112-3 Street S.E.	252-0161
Hudson's Bay Oil & Gas Co. Ltd.	320-7 Ave. S.W.	267-2110
<b>PAINTING &amp; DECORATING</b>		
Beale Decorating Co.	116-16 Ave. N.W.	277-1231
<b>PET SERVICES</b>		
Brooks Dog Salon Ltd.	1st Flr., 827-17 Ave. S.W.	244-2668
Red Top Ltd.	Box 307, Nose Creek	269-7346
Sunawagold Kennels Ltd.	5813 No. 1A Highway N.W.	288-5471
<b>PHOTOGRAPHERS &amp; SUPPLIERS</b>		
Jack DeLorme Photography	2nd Flr., 2050-10 Ave. S.W.	244-6511
Eastman Photographic Materials Ltd.	1102-5 St. S.W.	266-4442
Mathieson Photo Service Ltd.	609 Centre St. S.	263-2561
Mortifee Munshaw Ltd.	2433-2A Street S.E.	263-8086
Photocrafts	710-3 Street S.W.	262-1011
Shipley Photo Service Limited	1139-11 St. S.E.	265-6091
<b>PICTURE FRAMES</b>		
Gainsborough Galleries	611-8 Ave. S.W.	269-6682
Mid-West Picture Frame Co.	5900 Macleod Trail	252-2130
<b>PLUMBING &amp; HEATING</b>		
Crane Canada Limited	324-58 Ave. S.E.	252-7811
Cronkhite Companies Ltd.	Chinook Professional Bldg.	252-7891
Fred Deeves & Sons Ltd.	1314-17 Ave. S.W.	244-8951
Engineering & Plumbing Supplies Ltd.	839-10 Ave. S.W.	269-1371
Lennox Industries (Canada) Ltd.	5707-4 Street S.E.	255-4451
A. J. Shrubsall Co. Limited	1733-10 Ave. S.W.	244-2101
Trotter & Morton Ltd.	323 Forge Road S.E.	255-1186
Wenco Industries Limited	3616 Manchester Road S.E.	243-6467
<b>POWER &amp; FUEL</b>		
Calgary Power Ltd.	110-12 Ave. S.W.	266-4631
Canadian Western Natural Gas Co.	140-6 Ave. S.W.	266-7111
<b>PRINTING &amp; LITHOGRAPHING</b>		
Albertan Job Press Ltd. The	4603 Manilla Road S.E.	263-2480
Alcraft Printing Co. Limited	4303 Edmonton Trail	277-0751
Bopco Color Kraft Lithographers	200, 2050-10 Ave. S.W.	244-7425
Burnand Printing Co. Ltd.	230-7 Ave. S.E.	264-2242



## Listings

Canniff Printing Ltd.	1510-6 Street S.W.	266-8691
Commercial Printers (Calgary) Limited	1210-11 Avenue S.W.	244-8966
Foothill Printers Ltd.	311-34 Ave. S.E.	243-4641
Grant-Mann Lithographers Ltd.	3—1710 Centre St. N.	277-3345
Humphries Printing Ltd.	2212-4 Street S.W.	266-4668
John D. McAra Limited	512-4 Avenue S.W.	262-1566
Northwest Printing & Lithographing Ltd.	1808-1 Street N.W.	277-4947
Universal Engravers Ltd.	1902-10 Ave. S.W.	244-7427
West Printing Co. Ltd.	302-4 Ave. S.W.	262-4006
Western Printing & Lithographing Co. Ltd.	706-2 Ave. S.W.	262-6111

### PROPANE DEALERS & SERVICES

Canadian Propane Consolidated Ltd.	7314 Macleod Trail	255-0121
Propane Engineering Service	2301 Centre St. N.	277-1088
Suburban Propane Ltd.	515-82 Ave. S.W.	255-0103
Zenith Propane	36 Ave. & 5 Street S.E.	243-5526

### PUBLICATIONS

This Week In Calgary	1912 McKay Road	288-2126
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### RADIO STATIONS & TV STATIONS

C B R Radio 1010	1724 Westmount Blvd.	283-3311
C F A C Radio 960	1301-17 Ave. S.W.	244-9311
CFCN Radio & TV — Radio 1060,	Broadcast House	249-9101
Channel 4 TV	955 Rideau Road	243-3491
C H C T-TV Channel 2	No. 10 Westbrook Mall	249-7772
C H F M-FM	1030-4 Street S.W.	263-5522
C H Q R Radio 810	804-16 Ave. S.W.	263-8160
C K X L Radio 1140		

### READING IMPROVEMENT

Evelyn Wood Reading Dynamics	7 Flr., 309-8 Ave. S.W.	264-7157
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### REAL ESTATE & INSURANCE

Calgary Real Estate Board	622-5 Ave. S.W.	263-0530
C. J. Campbell Insurance Ltd.	603 Centre St. S.	269-4331
Crosland Peacock Calgary Ltd.	101, 1009-7 Ave. S.W.	263-3140
A. J. Dixon Real Estate & Insurance Co.	4822 Macleod Trail	243-7330
Donovan Realty	202 Alberta Stockyards Bldg.	265-6730
Ferguson, Dunsmuir Realty Ltd.	827-5 Ave. S.W.	263-0650
Frank Freeze Co. Ltd.	811-7 St. S.W.	269-7961
Marathon Realty Company Limited	205-9 Ave. S.E.	263-7300
Montreal Trust Co.	8 Ave. & 3 Street S.W.	269-3191
Roberts Real Estate Co. Ltd.	306-24 St. N.W.	283-0796
Rocky Mountain Life Insurance Company	815-17 Ave. S.W.	245-1131
Royal Management Co.	101, 1027 Cameron Ave. S.W.	263-3833
Theatre of Real Estate (Calgary) Ltd.	1001-4 Ave. S.W.	263-6940
Van Helden Agencies Ltd.	1305-8 Street S.W.	244-8957

### RECREATION & ENTERTAINMENT

Banff Chairlift	Banff, Alberta	762-3458
Banff Gondola Lift Co. Ltd.	P.O. Box 1258 Banff	762-2523
Canadian Wax Gallery Ltd.	120 Banff Ave.,	
	Banff, Alberta	762-3501
Happy Valley	Trans-Canada Highway West	288-5222
Lake Louise White-Horn Sedan Lift	Lake Louise, Alberta	
Pigeon Mountain Ski Area	Canmore, Alberta	678-5414
Shaw-Nee Slopes Golf Club	Midnapore	252-2750



## Listings

### REPRODUCTION & DRAFTING

Alberta Drafting & Blue Print Co. Ltd.	524-6 Ave. S.W.	262-2849
Calgary Drafting & Blue Print Co. Ltd.	615-8 Ave. S.W.	269-4361
Riley's Reproductions Ltd.	631-8 Ave. S.W.	266-6051

### SCHOOLS—BARBER

Moler System of Schools Ltd.	326a-8 Ave. S.W.	266-5731
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### SERVICE GARAGES

Globe Steering Clinic	1502-11 Ave. S.W.	244-3532
Hutton's Ltd.	131-11 Ave. S.W.	269-3725

### SERVICE STATIONS

Big T Texaco	28 Street & 17 Ave. S.W.	249-3040
Brentwood B.A. Service	Brentwood Village Plaza	289-0266
Britannia Auto Service	49 Ave. & Elbow Drive	243-6958
City Centre Royalite	601-2 Street S.W.	262-4109
Civic Centre Esso Service	7 Ave. & 4 Street S.E.	263-2998
Cloverleaf Esso Service	16 Ave. & 20 Street N.E.	277-4762
Don's Husky Travel Centre	No. 2 Highway N. & 26 Ave.	277-7597
Ed & Ted's Service Ltd.	11 Ave. & 1 Street S.W.	262-7111
Edmonton Trail Esso Service	1701-3 St. N.E.	277-4308
Emil's Haysboro White Rose Service	8404 Elbow Drive	255-7688
Happy Valley Esso Service	Trans-Canada Highway West	288-2262
Kelly's Servicentre	16 Ave. & 19 Street N.W.	289-3092
Main Esso Auto Service	840-8 Ave. S.W.	262-9030
Mohawk Auto Square	401-16 Ave. N.E.	277-0758
Mohawk Montgomery Service	4639 Bowness Road N.	288-5080
Mohawk Trail Service	5316 Macleod Trail	252-1425
Mohawk Village Service	7123 Fairmount Drive	252-3166
North Trail Gas Hut	1530-48 Ave. N.E.	277-1759
Northview Esso Service	48 Ave. & Centre St. N.	277-7255
Red Star Auto Service	1402-14 St. S.W.	244-4234
Scarboro Service	17 Ave. & 16a Street S.W.	244-2352
Shouldice Esso Service	5008-16 Ave. N.W.	288-2411
Sid's Super Service (Alberta) Ltd.	5 Ave. & 4 Street S.W.	266-5733
South Trail B.A. Service	7603 Macleod Trail	255-4366
Stadium Esso Service	2320-16 Ave. N.W.	289-6707
Trans Canada Esso Service	615-16 Ave. N.E.	277-1322
Western Auto Park Ltd.	9 Ave. & 2 Street S.W.	

### SHOE STORES

Amantea Shoes Ltd.	132-8 Ave. S.W.	269-2870
	Brentwood Village Plaza	
	Shopping Centre	282-1977

### SHOPPING CENTRES

Chinook Shopping Centre	66 Ave. & Macleod Trail	255-0355
Westbrook Shopping Centre	149 Westbrook Mall S.W.	249-0052

### SIGHTSEEING

Brewster-Rocky Mountain Grey Line	304 Caribou St.	
	Banff, Alberta	762-2241
Calgary Gray Line Limited	129-1 Ave. S.W.	266-5658

### SIGN COMPANIES

Color-Print Display Co.	3 Flr., 206-11 Ave. S.E.	262-9994
Hook Signs (Calgary) Ltd.	4 Ave. & 3 Street S.E.	263-2170
Neon Contractors Ltd.	5305-1A Street S.W.	252-3391
Neon Products of Canada Ltd.	1302-11 Ave. S.W.	244-8934
Neon Sales & Service Ltd.	909-15 Street S.W.	269-4971
Signs by Silk Screen	812-3 Street N.E.	262-2867
E. Wilson Signs & Displays Ltd.	815-7 Street S.W.	269-7812



## Listings

### SOFT DRINKS

Calgary Beverages Ltd.	9 Ave. & 15 Street S.E.	264-1902
Polar Beverages	129-3 Ave. S.E.	263-7700

### SPORTING GOODS

Big Chief Sporting Goods Ltd.	230-7 Ave. S.W.	262-3748
Premier Cycle & Sports (Calgary) Ltd.	319-7 Ave. S.W.	263-8855

### SPRINGS AUTO AND TRUCK

Standen's Limited	24 Ave. & 2 Street S.E.	269-3736
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### STATIONERY & OFFICE SUPPLIES

Keith Stationers Limited	630-5 Ave. S.W.	263-0900
H. J. Kellam Ltd.	628-11 Ave. S.W.	264-6612
Lewis Stationery (1961) Ltd.	620-9 Ave. S.W.	266-4676
The National Cash Register Co. of Canada Ltd.	820-16 Ave. S.W.	263-8080
Warner Business Machines Ltd.	918-7 Ave. S.W.	262-7273
Willson Stationers Ltd.	323-8 Ave. S.W.	269-6911

### STEEL & IRON & PIPE

Bonnybrook Steel Ltd.	4227 Bonnybrook Rd. S.E.	265-7020
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### SUPERMARKETS

Canada Safeway Ltd.	535-10 Ave. S.W.	269-2501
Dominion Stores Limited	Calgary Shopping Centre	244-9371
Dominion Stores, General Office	3rd Flr., 1609-14 Street S.W.	244-9371

### TAXIS

Bell Cabs Ltd.	Royal Hotel Bldg.	262-2222
United Imperial Cabs Ltd.	124-4 Ave. S.W.	262-7777

### TIRE SERVICE

O.K. Tire Stores (Calgary) Ltd.	4115 Macleod Trail	243-4231
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### TRAILER PARKS

Amylorne Motel	12108 Macleod Trail	255-1498
Blackfoot Mobile Home Park	9200 Blackfoot Trail S.E.	255-6022
Bow Bend Trailer Park	5227-13 Ave. N.W.	288-2161
Cloverleaf Trailer Park	16 Ave. & 19 Street N.E.	277-8352
Green Gardens Motel & Trailer Court	3211-17 Ave. S.E.	272-3317
Happy Valley Tent & Trailer Park	Trans-Canada Highway West	288-5811

### TRAILERS & SUPPLIES

Propane Engineering Service (Travel Trailer Drome Shasta, Airstream)	2301 Centre St. N.	277-1088
United Trailer Co. Ltd. (Safeway, Frontier, Namco, Glendale)	3715 Edmonton Trail N.E.	277-8576

### TRAVEL AGENCIES

Burritt Travel Service Ltd.	327-8 Ave. S.W.	269-3791
Thos. Cook & Son	702-2 Street S.W.	263-6570
Executive Travel Ltd.	403 Crescent Blvd. S.W.	243-6151
P. Lawson Travel Ltd.	119-7 Ave. S.W.	263-4810



## Listings

### TROPHIES

Listowel Trophies (Calgary) Ltd.	222-9 Avenue S.W.	263-8865
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### TRUST, MORTGAGE & INVESTMENT CO.

Canada Permanent Trust	315-8 Ave. S.W.	266-1071
Canada Trust—Huron & Erie	528-8 Ave. S.W.	262-7911
Carlile & McCarthy Co. Ltd.	320-9 Ave. S.W.	266-7051
Crown Trust Company	401-8 Ave. S.W.	262-5511
Medallion Mortgage Corp. Ltd.	640-7 Ave. S.W.	266-4056
Montreal Trust Co.	8 Ave. & 3 Street S.W.	269-3191
National Trust Co. Ltd.	330-8 Ave. S.W.	263-1460
Richardson Securities of Canada	319-8 Ave. S.W.	267-3100
Royal Trust Co.	606-7 Ave. S.W.	266-1091

### VARIETY STORES

F. W. Woolworth Co. Ltd.	228-8 Ave. S.W.	266-1588
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### WESTERN STORES & RIDING EQUIPMENT

Kenway's Western Store	1418-2 Street S.E.	266-4270
Riley & McCormick Ltd.	1929-10 Ave. S.W.	244-7406
Smithbilt Hats	3 Ave. & 5 Street S.W.	262-4404
The Tack Shop	311-17 Ave. S.W.	263-3741
Western Outfitters Ltd.	813-1 Street S.E.	266-3656

### WHOLESALEERS

Acme Novelty	723-10 Ave. S.W.	263-1150
Alta. National Drug Co. Ltd.	4033-9 Street S.E.	243-7761
Alberta Spuds & Produce Ltd.	4027-11 Street S.E.	243-5512
Associated Grocers Ltd.	5516-5 Street S.E.	252-5591
Bridge Brand Produce Co. Ltd.	611-53 Ave. S.E.	255-4494
Burns Foods Limited	21 Ave. & Portland St. S.E.	267-0110
Crown Zellerbach Canada Ltd.	2620 Centre Ave. N.E.	272-2201
Esskay Developments Ltd.	1134-11 Street S.E.	
General Distributors Ltd.	130-9 Ave. S.W.	264-0055
Imperial Tobacco Sales Co. of Canada	4025-4 Street S.E.	243-7949
Link Hardware Co. Ltd.	4704-1 Street S.E.	243-4256
MacDonald's Consolidated Ltd.	535-10 Ave. S.W.	269-2507
Marshall-Knop (Western) Ltd.	222-66 Ave. S.W.	252-7881
Modern Packaging Co. Ltd.	5319-3 Street S.E.	252-4481
Pinecrest Poultry Sales Ltd.	2126 Hirst Road	265-1571
Sanitary Supplies of Alberta Ltd.	915-9 Ave. S.E.	265-4991
Scott National Company Ltd.	509-10 Ave. S.W.	266-6233
Spalding Hardware Limited	929-17 Ave. S.W.	244-5531
Stafford Foods Ltd.	1016-34 Ave. S.E.	243-4276
Silver Automotive	1324-11 Ave. S.W.	244-5506
Superior Envelopes Ltd.	4301C-9 Street S.E.	243-4750
Union Packing Co.	15 Street & 7 Ave. N.E.	266-8871
United News (Wholesalers) Ltd.	3647 Blackburn Road	243-4611
Wallace & Carey Ltd.	211-7 Ave. S.E.	262-5521
Welders Supplies Ltd.	609-42 Ave. S.E.	243-7746

### YARDGOODS

Silk-O-Lina Ltd.	119-8 Ave. S.W.	262-7262
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# Barney's

## TAKE HOMES

Pick up Kentucky Fried Chicken, Barney's famous Steerburgers, Old-style Fish 'n Chips, etc., at any of these convenient locations — or, for delivery to your home, hotel or motel within minutes, just dial the letters that spell "Chicken" on the 'phone.

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Stampeder Hotel, 3828 Macleod Trail .....	243-6681
1240 - 17th Avenue S.W. ....	244-2536
905 - 37th Street S.W. ....	242-2393
907 - 82nd Avenue S.W. ....	255-7840
832 - 16th Avenue N.W. ....	289-8200
336 - 9th Avenue N.E. ....	263-1951
1820 Uxbridge Drive N.W. ....	289-1234

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**Exclusive Recipe**

## Kentucky Fried Chicken

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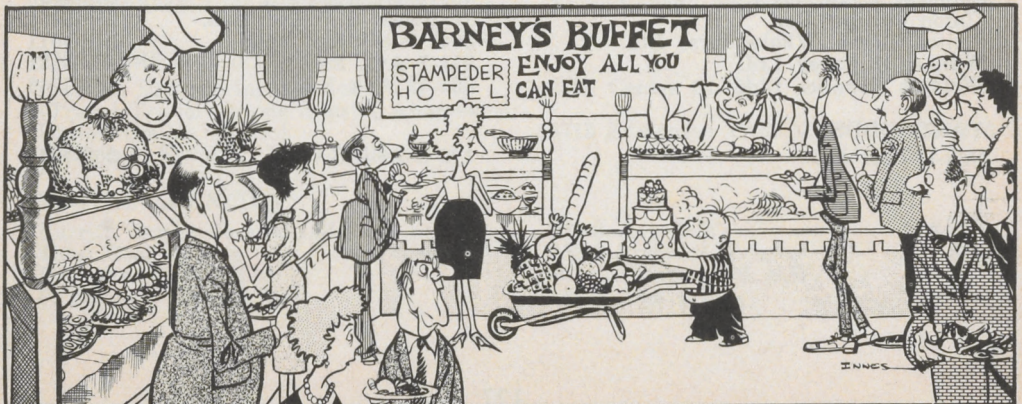
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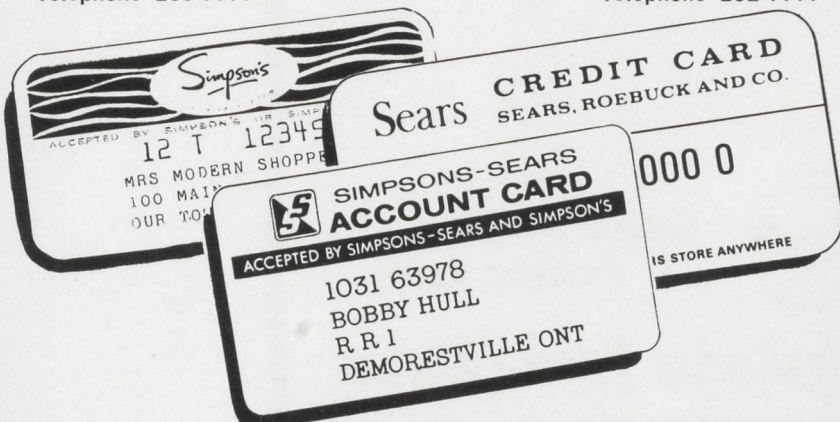
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